

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 20, 1980

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	33.7	25,710	1	ACADEMY AWARDS(S)	23.7	48,990
2	GUYANA TRAGEDY PART 2(S)	31.7	24,190	2	CBS TUESDAY NIGHT MOVIES#	23.6	48,790
3	CBS TUESDAY NIGHT MOVIES#	31.3	23,880	3	THAT'S INCREDIBLE#	21.8	45,170
4	GUYANA TRAGEDY PART 1(S)	28.9	22,050	4	CARNIVAL OF THRILLS(S)	21.3	44,040
5	60 MINUTES	27.2	20,750	5	GUYANA TRAGEDY PART 2(S)	20.7	42,830
6	OLIVIA NEWTON-JOHN(S)	26.3	20,070	6	OLIVIA NEWTON-JOHN(S)	18.7	38,740
7	THAT'S INCREDIBLE#	26.1	19,910	7	GUYANA TRAGEDY PART 1(S)	18.6	38,530
8	CARNIVAL OF THRILLS(S)	26.0	19,840	8	DUKES OF HAZZARD	18.5	38,230
9	NURSE(S)	24.3	18,540	9	60 MINUTES	17.0	35,130
10	M*A*S*H	22.5	17,170	10	HAPPY DAYS	15.9	32,870
11	DUKES OF HAZZARD	22.4	17,090	11	LAVERNE & SHIRLEY	15.9	32,830
12	JEFFERSONS	22.1	16,860	12	REAL PEOPLE	15.9	32,810
12	REAL PEOPLE	22.1	16,860	13	ABC MONDAY NIGHT MOVIE#	15.8	32,620
14	ALICE	21.8	16,630	14	M*A*S*H	15.7	32,450
15	ABC SUNDAY NIGHT MOVIE	21.5	16,400	15	ABC SUNDAY NIGHT MOVIE	15.4	31,760
16	ABC MONDAY NIGHT MOVIE#	21.1	16,100	16	THREE'S COMPANY	14.9	30,860
17	FLO	21.0	16,020	17	NURSE(S)	14.8	30,570
18	THREE'S COMPANY	20.8	15,870	18	ALICE	14.7	30,420
19	MAGNUM FORCE(S)	20.5	15,640	19	B.J. AND THE BEAR#	14.6	30,140
20	TRAPPER JOHN, M.D.#	20.3	15,490	20	FLO	14.5	30,050
21	LAVERNE & SHIRLEY	20.0	15,260	21	JEFFERSONS	14.5	29,910
22	HAPPY DAYS	19.9	15,180				

WOMEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	29.0	23,250
2	GUYANA TRAGEDY PART 2(S)	26.6	21,280
3	CBS TUESDAY NIGHT MOVIES#	25.5	20,430
4	GUYANA TRAGEDY PART 1(S)	24.5	19,640
5	60 MINUTES	20.5	16,470
6	NURSE(S)	20.4	16,390
7	THAT'S INCREDIBLE#	19.9	15,910
8	OLIVIA NEWTON-JOHN(S)	19.5	15,650
9	JEFFERSONS	17.8	14,290
10	CARNIVAL OF THRILLS(S)	17.7	14,200
11	ALICE	17.4	13,940
12	REAL PEOPLE	17.3	13,860
13	DUKES OF HAZZARD	16.9	13,530
14	M*A*S*H	16.8	13,440
15	FLO	16.7	13,350
16	BODY HUMAN:BODY BEAUTIFUL(S)	16.5	13,210
17	ABC SUNDAY NIGHT MOVIE	15.8	12,660
18	EIGHT IS ENOUGH	15.6	12,510
19	ARCHIE BUNKER'S PLACE#	15.6	12,470
20	BENSON	15.2	12,220
21	LOVE BOAT	15.0	12,050
22	TRAPPER JOHN, M.D.#	14.9	11,940

MEN (18+)			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CBS TUESDAY NIGHT MOVIES#	25.9	18,670
2	ACADEMY AWARDS(S)	25.6	18,470
3	GUYANA TRAGEDY PART 2(S)	23.4	16,860
4	60 MINUTES	22.3	16,090
5	ABC MONDAY NIGHT MOVIE#	21.3	15,350
6	CARNIVAL OF THRILLS(S)	20.4	14,710
7	GUYANA TRAGEDY PART 1(S)	20.1	14,470
8	ABC SUNDAY NIGHT MOVIE	19.9	14,350
9	THAT'S INCREDIBLE#	19.2	13,870
10	OLIVIA NEWTON-JOHN(S)	18.8	13,550
11	MAGNUM FORCE(S)	17.3	12,480
12	REAL PEOPLE	16.8	12,110
13	DUKES OF HAZZARD	16.2	11,670
14	M*A*S*H	15.4	11,080
15	ALICE	15.0	10,800
16	JEFFERSONS	14.9	10,720
17	B.J. AND THE BEAR#	14.7	10,590
18	NURSE(S)	14.3	10,330
19	20/20	14.3	10,310
20	FLO	13.6	9,830
21	BODY HUMAN:BODY BEAUTIFUL(S)	13.4	9,680
22	TIM CONWAY SHOW	12.9	9,310
23	TRAPPER JOHN, M.D.#	12.8	9,260

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 20, 1980

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	28.8	14,380
2	CBS TUESDAY NIGHT MOVIES#	26.5	13,220
3	GUYANA TRAGEDY PART 2(S)	26.3	13,130
4	GUYANA TRAGEDY PART 1(S)	25.4	12,670
5	OLIVIA NEWTON-JOHN(S)	21.0	10,480
6	THAT'S INCREDIBLE#	20.9	10,420
7	NURSE(S)	19.2	9,580
8	DUKES OF HAZZARD	18.1	9,020
9	ABC SUNDAY NIGHT MOVIE	17.4	8,700
10	CARNIVAL OF THRILLS(S)	17.1	8,520
11	LAVERNE & SHIRLEY	16.5	8,240
12	BODY HUMAN:BODY BEAUTIFUL(S)	16.2	8,060
13	M*A*S*H	16.1	8,030
14	JEFFERSONS	15.8	7,880
15	ABC MONDAY NIGHT MOVIE#	15.6	7,790
15	BENSON	15.6	7,790
17	FLO	15.5	7,730
18	MAGNUM FORCE(S)	15.5	7,710
19	EIGHT IS ENOUGH	15.4	7,700
20	REAL PEOPLE	15.4	7,690
21	HAPPY DAYS	15.3	7,640
22	THREE'S COMPANY	14.9	7,450
23	BIG EVENT#	14.7	7,320

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	34.3	8,330
2	ARCHIE BUNKER'S PLACE#	29.2	7,110
3	ACADEMY AWARDS(S)	28.5	6,930
4	ONE DAY AT A TIME#	25.7	6,240
5	CBS TUESDAY NIGHT MOVIES#	24.9	6,060
6	GUYANA TRAGEDY PART 2(S)	24.5	5,960
7	ALICE	24.3	5,900
8	PALMERSTOWN, U.S.A.	24.1	5,870
9	GUYANA TRAGEDY PART 1(S)	24.0	5,830
10	NURSE(S)	22.4	5,450
11	JEFFERSONS	21.6	5,260
12	REAL PEOPLE	21.0	5,110
13	CARNIVAL OF THRILLS(S)	20.1	4,890
14	NBC NIGHTLY NEWS	19.4	4,720
15	TRAPPER JOHN, M.D.#	18.9	4,590
16	TIM CONWAY SHOW	18.4	4,480
17	FLO	18.3	4,440
17	OLDEST LIVING GRADUATE(S)	18.3	4,440
17	THAT'S INCREDIBLE#	18.3	4,440
20	LOVE BOAT	18.1	4,400
21	CBS EVENING NEWS-CRONKITE	17.8	4,330

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ACADEMY AWARDS(S)	26.1	12,370
2	CBS TUESDAY NIGHT MOVIES#	26.0	12,350
3	GUYANA TRAGEDY PART 2(S)	22.4	10,650
4	ABC MONDAY NIGHT MOVIE#	22.4	10,610
5	ABC SUNDAY NIGHT MOVIE	22.1	10,480
6	OLIVIA NEWTON-JOHN(S)	20.1	9,560
7	GUYANA TRAGEDY PART 1(S)	18.8	8,920
8	THAT'S INCREDIBLE#	17.8	8,470
9	MAGNUM FORCE(S)	17.6	8,340
10	CARNIVAL OF THRILLS(S)	17.5	8,330
11	60 MINUTES	16.4	7,790
12	DUKES OF HAZZARD	15.2	7,210
13	M*A*S*H	14.7	7,000
14	20/20	13.1	6,230
15	B.J. AND THE BEAR#	13.1	6,210
16	HAPPY DAYS	12.7	6,020
17	BODY HUMAN:BODY BEAUTIFUL(S)	12.6	5,980
18	NURSE(S)	12.5	5,950
19	BARNEY MILLER	12.3	5,820
20	REAL PEOPLE	12.1	5,760
21	LAVERNE & SHIRLEY	12.1	5,740
22	GALACTICA 1980	11.9	5,650
23	FLO	11.7	5,570

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	36.7	7,020
2	ALICE	27.2	5,210
3	CARNIVAL OF THRILLS(S)	27.1	5,190
4	ACADEMY AWARDS(S)	26.6	5,090
5	CBS TUESDAY NIGHT MOVIES#	26.5	5,060
6	ARCHIE BUNKER'S PLACE#	25.9	4,960
7	REAL PEOPLE	25.3	4,830
8	GUYANA TRAGEDY PART 2(S)	24.3	4,640
9	JEFFERSONS	24.0	4,590
10	GUYANA TRAGEDY PART 1(S)	23.5	4,500
11	PALMERSTOWN, U.S.A.	22.5	4,310
12	ONE DAY AT A TIME#	21.1	4,040
13	NBC NIGHTLY NEWS	19.8	3,790
14	THAT'S INCREDIBLE#	19.4	3,710
14	TRAPPER JOHN, M.D.#	19.4	3,710
16	DUKES OF HAZZARD	19.2	3,680
17	CBS EVENING NEWS-CRONKITE	18.9	3,610
18	FLO	18.4	3,520
19	B.J. AND THE BEAR#	18.1	3,460

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN						MEN						TEENS (12-17)		CHILDREN (2-11)				
															TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	FEM.	TOTAL	6-11			
•EVENING																																	
ABC	FRIDAY	NIGHT MOVIE				22	181	193	A	16.6	29	1267	1840	682	268	782	350	512	416	90	202	594	217	364	334	72	177	205	94	259	172		
	FRI.	9.00P	120	ABC	FF		93	98	B	15.4	26	1175	1891	759	304	851	344	556	483	107	225	637	242	412	382	89	168	161	84	242	175		
		9.00 - 9.30							A	14.6	25	1114	1811	678	267	756	316	462	382	89	227	585	183	339	308	89	199	188	87	282	173		
		9.30 - 10.00							A	15.5	26	1183	1790	659	269	748	333	492	412	82	191	582	215	350	314	77	182	190	88	270	171		
		10.00 - 10.30							A	18.1	31	1381	1899	690	263	807	373	542	437	89	191	614	240	393	356	60	165	211	97	267	188		
		10.30 - 11.00							A	18.2	33	1389	1834	691	272	802	363	534	428	97	198	594	222	369	350	65	167	220	103	218	154		
ABC	MONDAY	NIGHT MOVIE				6	189		A	21.1	34	1610	2026	649	283	697	281	484	389	97	164	954	427	658	514	91	205	244	106	131	95		
1	MON.	9.00P	115	ABC	FF		98		B	18.1	28	1381	1924	719	329	801	322	545	467	89	191	735	317	508	435	79	171	227	104	161	123		
		9.00 - 9.30							A	19.8	29	1511	2023	657	310	706	287	473	376	97	180	945	399	627	505	93	225	227	118	145	93		
		9.30 - 10.00							A	21.1	32	1610	2041	656	308	706	289	487	396	92	168	968	437	666	511	85	216	237	101	130	87		
		10.00 - 10.30							A	22.4	38	1709	2036	638	264	691	283	487	387	100	155	961	454	678	511	89	191	252	102	132	99		
		10.30 - 11.00							A	21.1	38	1610	2004	651	252	691	270	491	399	96	154	936	425	666	529	96	180	255	103	122	98		
ABC	NEWSBRIEF-M-F					153	188	193	A	17.4	28	1328	1853	689	293	756	302	486	400	100	220	641	254	413	358	91	181	206	104	250	161		
1	M & F	8.58P	1	ABC	N		97	98	B	18.5	29	1412	1826	703	282	782	318	495	425	104	225	630	257	398	350	93	183	190	97	224	157		
1	TU-TH	9.58P	1																														
2	MON.	8.57P	2																														
2	TU & W	9.58P	1																														
2	THU.	9.57P	2																														
2	FRI.	8.58P	1																														
ABC	NEWSBRIEF-SAT.					31	192	194	A	17.3	29	1320	1791	750	298	831	310	504	414	113	277	498	195	311	254	74	167	187	129	275	216		

SAT.	9.58P	1	ABC	N		97	98		B	20.1	34	1534	1901	767	293	857	315	504	445	116	287	599	232	365	326	87	188	172	109	273	216
ABC NEWSBRIEF-SUN.						31	191	192	A	16.2	26	1236	2092	583	297	696	338	495	392	92	148	774	427	599	483	58	129	235	139	387	234
SUN.	7.58P	1	ABC	N		97	97		B	17.6	26	1343	2072	686	318	769	373	564	464	70	153	744	375	562	460	68	130	234	112	325	229
ABC SUNDAY NIGHT MOVIE						26	194	200	A	21.5	34	1640	1937	688	362	773	314	531	470	78	169	876	401	640	550	83	157	184	74	104	79
1 SUN.	8.00P	208	ABC	FF		97	99		B	20.2	32	1541	1973	708	330	781	365	570	486	75	151	813	392	604	519	75	138	218	99	161	124
2 SUN.	8.00P	163																													
8.00 - 8.30									A	19.8	31	1511	1981	720	379	822	360	562	487	94	181	818	370	594	523	80	151	191	100	150	101
8.30 - 9.00									A	21.2	32	1618	2028	711	368	821	361	574	495	91	174	858	408	635	547	85	148	193	98	156	109
9.00 - 9.30									A	22.9	34	1747	1959	708	369	799	341	552	478	86	178	866	403	631	548	92	163	189	73	105	82
9.30 - 10.00									A	23.0	34	1755	1891	689	363	771	316	535	467	78	168	858	397	624	539	85	158	177	65	85	68
10.00 - 10.30									A	23.1	38	1763	1887	675	355	757	281	506	464	76	174	887	395	638	549	85	166	179	59	64	50
10.30 - 11.00									A	19.3	34	1473	1910	588	323	622	219	446	406	41	113	984	445	743	609	73	151	211	64	93	84
11.00 - 11.30									A	18.0	35	1373	1859	601	332	637	189	435	418	43	128	979	444	734	612	65	141	154	36	89	81
ABC WORLD NEWS TONIGHT						140	201	199	A	12.3	24	938	1635	668	231	762	196	368	352	122	320	641	188	332	317	101	242	100	69	132	81
M-F	6.30P	30	ABC	N		99	98		B	13.3	24	1015	1626	676	233	756	202	374	356	122	311	662	200	355	337	110	250	93	51	115	68
ABC WRLD NEWS TONIGHT-SUN						25	160	158	A	8.5	19	649	1743	691	223	758	197	373	333	113	333	748	260	412	406	149	288	152	93	85	27
SUN.	6.30P	30	ABC	N		88	88		B	9.8	19	748	1800	722	262	801	229	414	377	115	327	718	239	392	350	111	273	130	56	151	91
ACADEMY AWARDS(S)						210			A	33.7	55	2571	1905	798	334	905	362	560	482	116	271	719	324	481	397	68	198	179	113	102	78
2 MON.	9.00P	195	ABC	AC		99																									
9.00 - 9.30									A	32.2	46	2457	2068	827	372	943	373	573	513	116	287	751	327	492	418	74	211	199	116	175	134
9.30 - 10.00									A	36.1	52	2754	2008	837	339	942	385	566	497	127	298	745	339	480	391	74	219	191	109	130	96
10.00 - 10.30									A	36.6	55	2793	1868	798	324	912	372	561	471	123	280	705	309	465	387	74	200	166	103	85	52
10.30 - 11.00									A	35.2	55	2686	1912	819	336	939	358	570	497	121	283	704	304	467	386	71	201	174	113	95	70
11.00 - 11.30									A	32.7	57	2495	1847	763	326	875	354	544	457	112	260	703	339	480	384	63	192	188	121	81	68
11.30 - 12.00									A	32.0	65	2442	1794	750	306	847	341	545	459	104	230	702	330	490	398	65	178	165	117	80	59

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND APR. 1980 REPORT

PROGRAM NAME						T/C SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																		
ALICE						26	198	197	A	21.8	34	1663	1829	759	240	839	246	422	384	165	355	649	144	276	264	150	314	153	65^	188	146			
1 SUN.						9.00P	30	CBS	CS	99	99	B	25.3	37	1930	1860	804	280	887	242	422	398	164	392	638	169	312	288	131	276	148	84	187	133
2 SUN.						10.00P	30																											
ANGIE						2	178	185	A	10.4	19	794	1723	702	260	802	255	466	417	159	273	417	137^	213	242	82^124^	162	88^	342	239				
SAT.						8.00P	30	ABC	CS	94	94	B	10.4	19	794	1723	702	260	802	255	466	417	159	273	417	137	213	242	82	124	162	88	342	239
ARCHIE BUNKER'S PLACE						26	197		A	18.6	28	1419	1705	814	258	878	179	283	291	222	501	639	131^	244	255	162^348	69^	36^	119^	86^				
1 SUN.						8.00P	30	CBS	CS	99	99	B	22.8	34	1740	1807	771	269	856	190	345	353	173	424	694	166	311	303	150	322	115	62	142	99
ASSOCIATES						4	191	197	A	15.3	25	1167	1626	690	305	709	289	468	371	83^215		618	291	426	387	65^140	101^	43^	198	112				
THU.						9.30P	30	ABC	CS	97	98	B	16.5	27	1259	1741	709	278	764	329	514	424	95	203	650	307	451	409	78	150	159	65	168	100
B.J. AND THE BEAR						4	206		A	16.9	30	1289	2338	650	256	742	304	475	433	98^227		823	239	482	444	129^269	231	110^	542	339				
2 SAT.						8.00P	120	NBC	A		98	B	16.4	29	1251	2270	680	308	765	302	479	415	107	236	751	236	431	386	120	254	22^	91	531	333
8.00 - 8.30									A	15.2	29	1160	2358	619	242	691	257	438	399	115^222		851	264	523	465	118^252	253	140^	563	346				
8.30 - 9.00									A	17.2	32	1312	2507	671	284	757	356	509	446	115^218		900	298	571	499	110^253	259	111^	591	353				
9.00 - 9.30									A	17.8	31	1358	2356	668	252	772	322	497	442	83^231		787	191	433	421	154^288	244	114^	553	360				
9.30 - 10.00									A	17.4	30	1328	2126	636	243	734	281	455	438	81^230		746	199	403	392	133^274	179^	77^	467	297				
BARNEY MILLER						25	196	198	A	18.8	30	1434	1713	740	336	774	293	507	430	87	229	601	263	406	389	58^135	109	33^	229	154				
THU.						9.00P	30	ABC	CS	99	98	B	21.0	33	1602	1775	698	286	768	328	504	432	96	209	616	274	408	360	85	165	189	95	202	149
BENSON						27	200	201	A	19.0	30	1450	1819	806	360	843	299	537	473	92	251	542	211	353	338	60^125	123	82^	311	247				
THU.						8.30P	30	ABC	CS	99	99	B	20.8	32	1587	1926	729	300	805	337	530	449	100	219	591	244	383	341	77	162	211	116	319	225

BEYOND AND BACK(S)						201			A	13.5	23	1030	1842	701	233	771	322	501	439	77^178^		651	249	409	398	121^162^	220^104^		200^	132^	
2 SUN.	10.00P	60		NBC	DO	98			A	13.1	21	1000	1870	703	233^	776	355	529	430	77^172^		626	250	398	374	127^159^	242	120^	226^	143^	
10.00 - 10.30									A	13.9	25	1061	1804	700	234	765	292	475	444	76^184^		668	244	417	415	118^165^	197^	87^	174^	120^	
10.30 - 11.00									A	15.0	25	1145	1745	698	336	896	467	638	442	98^181^		670	345	481	359	84^140^	145^	83^	34^	24^	
BIG EVENT						24	197		B	19.5	29	1488	2058	741	304	831	358	553	475	109	210	776	331	524	453	105	192	205	85	246	174
1 SUN.	9.00P	154		NBC	FV	97			A	15.7	23	1198	1851	712	317	903	490	679	456	81^166^		711	319	485	380	105^168^	143^	82^	94^	57^	
9.00 - 9.30									A	15.2	23	1160	1775	725	342	913	506	669	460	92^174^		652	329	464	362	87^139^	168^	89^	42^	23^	
9.30 - 10.00									A	14.8	25	1129	1763	694	357	867	453	633	437	100^169^		695	380	517	384	79^132^	182^	110^	19^	19^	
10.00 - 10.30									A	14.6	26	1114	1749	655	323	896	478	625	418	96^177^		693	390	518	378	75^133^	143^	98^	17^	17^	
10.30 - 11.00									A	14.7	29	1122	1632	730	355	936	439	616	449	121^221		616	331	447	300	74^127^	80^	36^	LT	LT	
11.00 - 11.30																															
BIG SHOW						6	200	197	A	11.8	18	900	1801	711	217	785	169	347	333	209	378	664	137	283	286	139	326	172	62^	180	147
1 TUE.	8.30P	90		NBC	GV	99	96		B	17.1	27	1305	1794	709	251	809	260	431	385	157	323	658	194	350	325	124	267	153	54	174	134
2 TUE.	9.00P	90							A	12.8	20	977	1961	699	278	794	145^	343	343	239^390		696	149^	292	285	147^339	193^	89^	278	186^	
8.30 - 9.00									A	11.4	17	870	1802	666	202	735	168	339	307	185	358	674	137^	280	294	148	333	186	60^	207	174
9.00 - 9.30									A	12.1	19	923	1783	709	206	779	180	356	326	201	371	669	145	295	287	130^321	175	58^	160	146	
9.30 - 10.00									A	11.1	18	847	1614	810	189^	870	179^	340	377	231^412		589	107^	252^276^	121^293	105^	41^	50^	41^		
10.00 - 10.30																															
BODY HUMAN:BODY BEAUTIFUL(S)						187			A	18.1	29	1381	2109	813	326	957	340	584	506	101^276		700	226	432	407	144^211	176	68^	276	147^	
2 WED.	8.00P	60		CBS	DO	99			A	16.9	28	1289	2132	807	329	932	328	556	497	100^275		706	226	420	399	149^228	181^	71^	313	179^	
8.00 - 8.30									A	19.4	30	1480	2070	811	320	968	343	602	511	104^275		691	226	441	414	138^194	171	67^	240	120^	
8.30 - 9.00																															
BOY NAMED CHARLIE BROWN(S)						184			A	13.9	22	1061	2029	536	207^	655	237	438	418	75^162^		489	179^	378	349	26^	91^	167^	98^	718	346
1 WED.	8.00P	60		CBS	EA	99			A	14.0	22	1068	2051	545	200^	667	242	447	425	71^164^		532	226^	413	336	25^	99^	176^109^	676	315	
8.00 - 8.30									A	13.8	21	1053	1997	526	214^	643	234	430	408	78^159^		444	132^	340	358	28^	86^	154^	84^	756	375
8.30 - 9.00																															



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 3	WK 4	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
															TOTAL	18-34	18-49		25-54	55-64	55+	TOTAL	18-34	18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL	6-11		
EVENING CONT'D																																	
BUCK ROGERS-25TH CENTURY										27	198	199	A	15.5	25	1183	2123	574	238	662	269	418	348	100^191	664	252	435	397	95^178	275	107	522	326
THU. 8.00P 60 NBC SF										97	97	B	16.4	26	1251	2147	594	247	662	316	488	402	62 133	713	344	543	462	64 118	283	86	489	345	
8.00 - 8.30												A	14.8	25	1129	2084	560	220	648	262	400	327	104^202	661	242	425	381	100^192	284	109	491	291	
8.30 - 9.00												A	16.1	25	1228	2167	591	253	680	279	437	371	97^182	666	258	443	410	91^167	267	105	554	361	
BUFFALO SOLDIERS(S)											196	A	10.9	18	832	1517	523	201^	572	154^	327	307	89^207^	777	241^	426	407	179^276^	70^	LT	98^	12^	
2 MON. 10.00P 60 NBC GD										98		A	10.8	17	824	1553	559	238^	628	156^	379	362	98^211^	758	219^	422	394	179^286^	59^	LT	108^	21^	
10.00 - 10.30												A	11.1	19	847	1460	479	162^	507	151^	271^248^	80^200^	788	261^	426	415	178^264^	79^	LT	86^	LT		
10.30 - 11.00												A	26.0	39	1984	2220	650	191	715	262	428	373	113^247	742	242	420	382	148 262	280	94^	483	337	
CARNIVAL OF THRILLS(S)										192		A	23.3	38	1778	2204	631	179	710	238	415	374	104^256	734	236	419	383	141 258	238	84^	522	361	
2 SUN. 8.00P 120 CBS CS										99		A	25.8	39	1969	2265	652	195	725	256	430	378	111^252	754	242	441	397	145 258	252	82^	534	371	
8.00 - 8.30												A	27.0	40	2060	2214	661	197	715	275	436	372	117 243	728	241	409	374	146 259	302	100^	469	338	
8.30 - 9.00												A	27.9	41	2129	2192	655	189	712	276	436	366	123 239	743	247	407	377	158 268	317	106^	420	289	
9.00 - 9.30												A	13.9	27	1061	1552	706	189	743	138	268	298	186 408	652	145	264	276	146 340	72	27^	85	54^	
9.30 - 10.00												B	15.5	28	1183	1604	704	212	775	156	287	313	167 414	641	147	281	297	136 304	87	34	101	62	
CBS EVENING NEWS-CRONKITE										140	194	194	A	9.6	21	732	1589	734	187	764	128^	275	280	200 440	710	130^	230	264	180 386	58^	31^	57^	34^
M-F 6.30P 30 CBS N										99	99	B	9.5	18	725	1662	702	217	760	138	296	318	164 397	730	168	324	329	153 329	83	35	89	56	
CBS EVENING NEWS-DEAN										16	167	167	A	9.8	22	748	1683	839	272	865	156^	368	407	182 421	648	150^	248	266	162^338	59^	26^	111^	79^
SUN. 6.30P 30 CBS N										90	90	A	9.8	22	748	1683	839	272	865	156^	368	407	182 421	648	150^	248	266	162^338	59^	26^	111^	79^	
CBS SAT. NEWS-SCHIEFFER										27	144	146	A	9.8	22	748	1683	839	272	865	156^	368	407	182 421	648	150^	248	266	162^338	59^	26^	111^	79^
SAT. 6.30P 30 CBS N 84 84																																	
CBS TUESDAY NIGHT MOVIES										3	181	A	31.3	50	2388	2043	791	295	856	344	554	474	125 255	782	310	517	466	106 212	197	88^	208	163	
1 TUE. 9.00P 120 CBS FF										97		B	21.4	34	1633	1967	719	282	781	305	490	435	118 230	824	333	535	462	112 222	193	89	169	129	
9.00 - 9.30												A	28.5	43	2175	2104	795	321	878	379	571	473	124 257	772	326	522	463	103^200	204	101^	250	195	
9.30 - 10.00												A	31.7	49	2419	2100	791	300	867	357	567	485	124 254	790	321	529	479	98^210	198	87^	245	193	
10.00 - 10.30												A	33.3	54	2541	2036	799	290	859	328	550	477	126 260	782	293	505	462	108 218	196	84^	199	150	
10.30 - 11.00												A	31.6	53	2411	1939	781	271	824	314	531	464	122 248	781	304	515	462	116 215	187	82^	147	116	
CELEBRITY CHALLENGE-SEXES(S)										179		A	15.2	27	1160	1993	748	245	805	311	542	456	106^217	630	227	384	390	92^158^	248	110^	310	279	
2 SAT. 9.00P 120 CBS SE										97		A	13.4	23	1022	1977	822	267	862	314	561	481	118^245	658	233^	411	429	79^140^	139^	62^	318	262	
9.00 - 9.30												A	14.0	24	1068	1917	774	248	813	282	533	460	125^238	602	220^	368	382	90^146^	202^	81^	300	262	
9.30 - 10.00												A	16.6	30	1267	2023	734	252	795	316	556	470	95^198	631	220	378	378	103^176^	296	128^	301	287	
10.00 - 10.30												A	17.0	32	1297	2005	675	216	754	327	515	413	92^195	618	227	375	373	95^161^	315	149^	318	294	
10.30 - 11.00												A	15.0	23	1145	1932	725	242	825	323	522	409	116 238	620	191	365	282	102^216	267	153	220	179	
CHARLIE'S ANGELS										27	200	196	B	21.5	33	1640	1844	717	282	809	324	501	421	114 239	603	231	356	293	101 197	213	126	219	162
WED. 9.00P 60 ABC PD										98	99	A	14.6	23	1114	1955	739	252	850	338	541	418	121 246	580	162	324	256	108^219	275	157	250	189	
9.00 - 9.30												A	15.3	24	1167	1915	712	232	800	306	504	401	113 229	663	217	402	305	97^218	263	150	189	172	
9.30 - 10.00												A	15.8	24	1206	2082	705	276	821	369	538	427	110 223	681	271	402	344	141 225	206	100	374	224	
CHIPS										5	212	210	B	18.9	29	1442	2182	692	287	790	329	523	443	98 212	690	271	437	391	103 190	227	99	475	301
1 SUN. 8.00P 60 NBC OP										99	98	A	16.7	26	1274	2123	689	253	806	350	530	454	113 214	677	293	416	348	125 208	205	90^	435	271	
2 SUN. 8.00P 120												A	18.2	27	1389	2071	683	267	812	350	534	433	108 222	656	267	402	329	120 209	191	94	412	260	
8.00 - 8.30												A	12.8	19	977	2123	826	328	891	429	581	394	119^242^	760	254	409	378	201^276	233^126^	239^	114^		
8.30 - 9.00												A	12.3	18	938	1951	678	303	806	390	504	373	113^240^	673	240^	349	343	181^254^	229^129^	243^	113^		
9.00 - 9.30												A	13.2	24	1007	1568	624	260	726	257	436	396	121^212	599	198	310	255	117^231	151	60^	92^	62^	
9.30 - 10.00												A	13.2	24	1007	1568	624	260	726	257	436	396	121^212	599	198	310	255	117^231	151	60^	92^	62^	
CONTENDER										3	194	191	A	13.2	24	1007	1568	624	260	726	257	436	396	121^212	599	198	310	255	117^231	151	60^	92^	62^
CONT'D																																	

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PROGRAM NAME										AUDIENCE COMPOSITION																				
T/C THIS SEASON PROGRAM COVERAGE WK 1 WK 2										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE % (0,000)	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M.						
EVENING CONT'D																														
CONTENDER-CONT'D																														
	THU.	10.00P	60	CBS	GD	99	98	B	13.7	25	1045	1728	634	240	732	247	437	415	97	207	634	233	352	285	102	221	245	70	117	89
		10.00 - 10.30						A	13.3	24	1015	1603	633	262	739	263	436	396	125	225	617	199	313	263	117	239	148	60	99	65
		10.30 - 11.00						A	13.0	25	992	1534	618	256	717	253	441	402	120	200	582	200	309	248	114	223	153	60	82	56
DALLAS																														
	FRI.	10.00P	60	CBS	GD	99	99	A	17.3	30	1320	1823	732	321	857	306	525	432	120	266	607	271	399	301	99	179	130	66	229	158
		10.00 - 10.30						B	24.9	42	1900	1824	819	293	907	338	537	466	136	297	586	214	350	316	96	186	144	84	187	142
		10.30 - 11.00						A	17.5	30	1335	1846	724	319	832	289	507	428	120	266	611	264	401	324	101	182	130	71	273	184
								A	17.1	31	1305	1795	738	317	877	321	540	435	120	265	600	279	397	278	94	171	132	62	186	132
DIFF'RENT STROKES																														
	1 WED.	9.00P	30	NBC	CS	99	97	A	16.7	26	1274	1979	687	346	783	294	478	400	146	241	582	190	313	320	81	194	179	92	435	366
	2 WED.	9.00P	60					B	20.4	31	1557	1847	714	273	792	270	454	390	121	278	599	227	370	333	94	185	191	78	265	201
		9.00 - 9.30						A	17.9	28	1366	1987	653	362	761	292	461	387	136	229	577	193	316	324	83	189	187	88	462	393
		9.30 - 10.00						A	14.4	22	1099	1943	766	309	831	297	516	427	173	274	588	180	299	309	78	204	157	100	367	293
DISNEY'S WONDERFUL WORLD																														
	SUN.	7.00P	60	NBC	FV	99	99	A	15.0	26	1145	2100	558	260	674	290	420	368	111	199	653	233	390	342	47	200	133	57	640	348
		7.00 - 7.30						B	17.5	28	1335	2400	695	264	790	358	540	439	93	204	708	300	495	425	81	160	242	101	660	427
		7.30 - 8.00						A	13.8	24	1053	2040	548	267	677	293	416	349	118	204	651	234	387	327	53	210	109	56	603	332
								A	16.2	27	1236	2146	565	250	669	285	418	384	107	197	653	234	391	352	41	189	153	61	671	362
DOBERMANS(S)																														
	1 FRI.	9.00P	60	NBC	PD	96		A	10.0	17	763	1738	667	237	759	229	400	375	169	283	558	169	302	232	78	210	121	91	300	267
		9.00 - 9.30						A	9.7	16	740	1714	661	224	760	227	384	365	166	295	544	153	281	225	70	204	116	84	294	262

9.30 - 10.00						A 10.3 17 786	1747 671 248^	758 234^ 412 385	167^270^	566 185^ 321 233^	82^213^	118^ 93^	305^ 269^
DUKES OF HAZZARD						A 22.4 38 1709	2237 713 305	792 311 528 459	91 208	685 248 423 367	125 217	186 88	574 366
FRI. 9.00P 60 CBS CS 29 197 195						B 24.1 39 1839	2135 686 241	766 286 472 410	109 235	662 220 408 374	113 201	221 99	486 335
9.00 - 9.30						A 21.8 38 1663	2236 705 296	780 304 521 454	89 205	677 250 418 369	125 214	191 90	588 364
9.30 - 10.00						A 23.0 39 1755	2232 721 312	802 317 536 460	91 210	683 241 424 366	123 212	183 85	564 368
EIGHT IS ENOUGH						A 18.6 30 1419	1988 761 273	883 362 543 430	89 266	447 133 232 189	72^177	257 173	401 276
WED. 8.00P 60 ABC CS 27 202 202						B 22.8 35 1740	1948 734 277	841 340 526 425	107 257	479 181 284 237	74 156	235 149	393 268
8.00 - 8.30						A 17.5 29 1335	1914 744 264	872 346 524 427	90^271	437 113 209 178	79^188	219 154	386 266
8.30 - 9.00						A 19.7 31 1503	2048 772 283	889 375 559 430	90 260	453 150 250 197	65^166	291 191	415 286
FACTS OF LIFE						A 14.6 25 1114	1845 655 194^	757 188^ 290 340	157^336	455 110^ 223 203^	83^197^	157^ 65^	476 332
1 FRI. 8.30P 30 NBC CS 4 190						B 14.5 25 1106	1943 728 184	820 202 361 362	120 379	521 142 251 243	82 224	191 98	411 283
FANTASY ISLAND						A 17.5 32 1335	1673 724 282	807 308 494 455	105 238	479 194 298 260	70^149	172 114	215 190
SAT. 10.00P 60 ABC A 23 197 200						B 20.6 37 1572	1847 749 291	835 336 528 458	101 242	580 242 379 329	76 161	198 115	234 193
10.00 - 10.30						A 17.1 31 1305	1690 733 289	823 311 503 460	108 247	480 200 301 262	69^147	171 114	216 189
10.30 - 11.00						A 17.9 34 1366	1650 712 276	791 304 484 450	104 230	474 190 291 254	73^152	171 114	214 191
FLO						A 21.0 31 1602	1876 726 270	833 279 482 424	128 278	614 184 347 326	90 220	233 102	196 151
MON. 9.30P 30 CBS CS 4 197 182						B 24.4 36 1862	1815 781 275	878 310 504 452	136 294	568 181 314 285	98 212	197 97	172 136
GALACTICA 1980						A 11.9 20 908	2146 580 307	706 361 524 384	84^139	770 436 620 491	52^101^	271 144	399 253
SUN. 7.00P 60 ABC SF 5 188 191						B 13.8 21 1000	2224 611 303	709 367 520 400	78 151	776 435 624 476	58 109	275 132	464 306
7.00 - 7.30						A 10.8 19 824	2107 581 301	701 356 518 379	80^143^	752 417 606 486	53^104^	265 140^	389 240
7.30 - 8.00						A 13.1 21 1000	2148 577 305	703 361 525 385	86^133	778 447 630 487	52^ 99^	268 144	399 259
GOODTIME GIRLS						A 11.3 20 862	1756 683 239	801 283 453 377	158 280	410 132^ 220 223	75^132^	193 120^	352 266
SAT. 8.30P 30 ABC CS 2 181 193						B 11.3 20 862	1756 683 239	801 283 453 377	158 280	410 132 220 223	75 132	193 120	352 266

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PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. % (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
GUYANA TRAGEDY PART 1(S)						185		A	28.9	46	2205	1747	764	306	891	332	575	471	109	266	657	208	405	375	126	205	130	74	69	45	
2 TUE. 9.00P 120 CBS GD						98		A	26.4	40	2014	1812	768	287	912	339	584	487	111	269	658	203	408	380	127	200	125	71	117	86	
9.00 - 9.30								A	29.0	45	2213	1733	756	311	900	331	577	475	105	272	636	205	392	369	134	206	133	80	64	39	
9.30 - 10.00								A	30.2	49	2304	1712	778	319	886	329	576	475	106	262	647	205	397	375	120	200	128	72	51	27	
10.00 - 10.30								A	30.0	52	2289	1731	751	303	864	331	560	453	106	256	683	214	420	379	126	211	134	71	50	34	
10.30 - 11.00																															
GUYANA TRAGEDY PART 2(S)						187		A	31.7	50	2419	1771	796	287	881	317	544	494	100	247	698	241	441	421	108	192	154	78	38	21	
2 WED. 9.00P 120 CBS GD						98		A	28.1	43	2144	1859	806	302	903	316	548	498	108	262	714	248	430	420	123	208	155	90	87	59	
9.00 - 9.30								A	31.3	47	2388	1816	808	300	901	318	549	507	102	258	710	240	434	423	116	201	158	82	47	32	
9.30 - 10.00								A	33.6	53	2564	1714	788	271	859	307	528	485	96	240	684	231	439	418	101	189	158	79	13	LT	
10.00 - 10.30								A	33.8	57	2579	1709	778	274	858	323	547	491	92	227	685	244	456	421	97	174	151	67	15	LT	
10.30 - 11.00																															
HAGEN (B)						166		A	15.5	26	1183	1693	706	115	804	166	310	323	156	379	584	82	175	235	151	291	173	63	132	79	
2 THU. 9.00P 60 CBS A						95		A	15.5	25	1183	1675	710	113	806	166	300	308	166	395	569	79	162	224	153	293	141	52	159	98	
9.00 - 9.30								A	15.5	26	1183	1701	703	118	801	167	320	337	146	364	594	84	186	246	150	286	201	72	105	61	
9.30 - 10.00																															
HAGEN (B)						171		A	17.9	28	1366	1723	730	257	829	246	443	430	154	285	632	202	317	239	148	267	83	47	179	113	
1 THU. 9.00P 60 CBS A						96		A	17.5	27	1335	1732	715	228	812	223	411	395	161	304	638	198	312	225	147	274	89	42	193	110	
9.00 - 9.30								A	18.3	29	1396	1706	739	281	836	266	471	459	150	263	628	206	324	252	149	260	79	52	163	116	
9.30 - 10.00																															
HAPPY DAYS						29	210	207	A	19.9	32	1518	2165	666	234	747	329	502	444	76	169	596	254	397	358	60	145	288	161	534	361

TUE.	8.00P	30	ABC	CS			99	99					B 22.0	35	1679	1966	690	271	773	337	504	421	94	214	549	242	362	302	71	148	224	126	420	279
HART TO HART							20	197	200				A 15.7	26	1198	1731	684	243	765	252	474	455	92^227		632	248	385	332	85^189	215	136	119	91^	
TUE.	10.00P	60	ABC	PD			98	99					B 20.0	33	1526	1654	731	283	818	357	545	465	96	210	589	255	379	329	81	167	155	82	92	76
	10.00 - 10.30												A 15.5	25	1183	1753	671	235	752	263	489	465	93^201		633	253	388	334	83^186	242	151	126	98	
	10.30 - 11.00												A 15.9	27	1213	1701	695	248	774	240	458	446	90^250		629	240	381	328	89^194	186	116	112	85^	
HELLO, LARRY (B)							194						A 13.3	23	1015	1777	729	375	924	444	576	429	136^268		533	258	356	221^	103^177^	139^	61^	181^	161^	
1 WED.	10.30P	30	NBC	CS			97																											
HELLO, LARRY							15	196					A 14.6	24	1114	1886	769	428	932	392	557	481	161^274		577	275	394	277	108^172^	155^	55^	222	205^	
1 WED.	10.00P	30	NBC	CS			97						B 17.3	27	1320	1749	711	280	800	298	478	402	124	263	580	248	374	320	89	169	182	65	187	143
HERE'S BOOMER							6	192	186				A 11.8	22	900	1872	720	218	806	189	365	370	197	363	530	124^	232	234	125^245	123^	87^	413	239	
1 FRI.	8.00P	30	NBC	GD			97	96					B 13.7	24	1045	2012	767	214	857	207	384	376	157	398	557	134	241	259	101	258	156	87	442	283
2 FRI.	8.00P	60																																
	8.00 - 8.30												A 12.5	23	954	1874	706	212	802	190	347	360	193	363	534	122^	233	221	126^253	124^	77^	414	245	
	8.30 - 9.00												A 10.3	19	786	1882	762	236^	826	192^	412	395	207^371		527	135^	241^264^	126^228^	112^112^	417	222^			
INCREDIBLE HULK							25	188	191				A 16.2	29	1236	2066	696	234	762	262	469	451	101	214	667	227	394	355	128	215	183	81^	454	239
FRI.	8.00P	60	CBS	SF			97	97					B 18.5	31	1412	2091	680	255	768	299	477	408	102	228	673	247	418	381	104	194	184	84	466	278
	8.00 - 8.30												A 15.3	28	1167	2021	697	233	764	257	459	451	105	222	671	223	394	360	129	218	170	77^	416	216
	8.30 - 9.00												A 17.1	30	1305	2097	693	234	759	265	476	447	98	207	661	231	393	350	128	212	191	84^	486	260
JEFFERSONS							25	194	193				A 22.1	36	1686	1774	761	287	848	277	468	417	163	312	635	183	310	277	145	271	130	59^	161	117
1 SUN.	9.30P	30	CBS	CS			99	99					B 24.1	36	1839	1827	808	290	893	256	448	415	161	372	627	173	318	290	132	260	149	79	158	115
2 SUN.	10.30P	30																																
LAVERNE & SHIRLEY							8	208	208				A 20.0	31	1526	2151	693	261	774	365	540	445	71^170		580	234	374	361	63^144	283	175	514	350	
TUE.	8.30P	30	ABC	CS			99	99					B 20.3	31	1549	1974	696	266	783	367	535	428	89	193	553	235	360	312	65	148	216	137	422	282



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
														TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL	18- 34	18- 49	25- 54	55- 64	55+	TOTAL FEM.		TOTAL	6-11
EVENING CONT'D																													
NBC NIGHTLY NEWS-SAT.					26	138	A	6.7	17	511	1511	756	210^	844	143^	227^	362^	109^	392^	583	136^	284^	312^	120^	271^	LT	LT	84^	51^
2 SAT. 6.30P 30 NBC N						80	B	9.3	19	710	1696	696	211	773	186	318	312	154	380	711	188	338	324	122	304	77	40	135	67
NBC NIGHTLY NEWS-SUN.					21	153	A	8.9	19	679	1722	676	340	783	181	389	375	133^	322	680	158^	323	315	136^	307	96^	30^	163^	87^
SUN. 6.30P 30 NBC N						82	B	9.2	17	702	1785	698	235	787	196	339	316	157	378	721	205	367	350	123	300	94	38	183	121
NBC NIGHTLY NEWS					138	205	A	13.6	26	1038	1691	763	250	840	160	316	318	191	455	683	127	247	279	144	365	67	43^	101	67
M-F 6.30P 30 NBC N						99	B	13.8	25	1053	1692	744	231	824	193	337	312	172	424	672	162	294	290	118	323	75	39	121	72
NEWSBREAK-M-F					149	166	A	16.7	26	1274	1943	704	230	810	270	464	424	134	274	651	210	367	340	123	226	174	69	308	169
1 M-F 8.58P 1 CBS N						91	B	15.5	24	1183	1930	713	257	803	278	452	404	129	281	606	202	347	320	100	203	184	85	337	212
2 MTUHF 8.58P 1																													
2 WED. 8.57P 2																													
NEWSBREAK-SAT.					30	161	A	14.4	26	1099	2005	764	246	802	218	411	419	104^	293	706	220	413	385	80^	221	177	93^	320	200
SAT. 8.58P 1 CBS N						93	B	12.5	21	954	1970	714	267	796	252	440	399	148	288	699	213	406	371	122	232	168	83	307	189
NEWSBREAK-SUN.					30	173	A	21.4	32	1633	2000	704	203	760	240	394	352	142	306	644	192	338	314	128	254	194	74	402	276
1 SUN. 8.58P 1 CBS N						94	B	22.8	33	1740	1858	766	290	851	234	412	395	153	363	662	186	340	316	130	266	147	75	198	137
2 SUN. 8.53P 1																													
NURSE(S)						185	A	24.3	39	1854	1649	804	283	884	279	517	497	128^	293	558	140	320	339	99^	184	81^	43^	126^	75^
1 WED. 9.00P 120 CBS GD						99	A	23.0	36	1755	1708	777	265	863	279	501	491	121^	292	545	152	315	323	102^	184	97^	55^	203	107^
9.00 - 9.30							A	24.8	39	1892	1606	774	275	854	268	496	482	120^	287	522	125^	298	325	98^	172	96^	60^	134	81^
9.30 - 10.00																													
10.00 - 10.30							A	25.4	41	1938	1638	819	299	901	282	529	504	133	295	571	131	327	357	100^	187	68^	30^	98^	63^
10.30 - 11.00							A	24.2	41	1846	1632	834	290	904	287	534	506	139	295	584	155	341	349	93^	186	66^	28^	78^	55^
OLDEST LIVING GRADUATE(S)					203		A	12.8	21	977	1729	880	340	985	277	443	413	185^	454	591	143^	292	311	128^	242^	81^	LT	72^	60^
1 MON. 9.00P 120 NBC GD						98	A	14.3	21	1091	1778	895	393	1022	320	484	429	202^	451	552	148^	278	296	141^	232	68^	13^	136^	101^
9.00 - 9.30							A	12.7	19	969	1779	891	390	1039	317	488	425	201^	466	591	133^	293	346	131^	217^	77^	LT	72^	67^
9.30 - 10.00							A	12.6	21	961	1649	866	295	932	220^	378	396	168^	460	605	158^	310	306	113^	248^	83^	LT	29^	29^
10.00 - 10.30							A	11.8	21	900	1669	846	265^	918	236^	403	392	157^	427	620	136^	290	292	125^	275	91^	LT	40^	40^
10.30 - 11.00																													
OLIVIA NEWTON-JOHN(S)					204		A	26.3	39	2007	1930	699	307	780	334	523	457	99^	203	676	320	477	399	60^	153	224	116^	250	158
2 MON. 8.00P 60 ABC CV						99	A	24.8	37	1892	1905	703	298	786	329	514	449	105^	221	674	307	455	387	63^	169	228	121^	217	148
8.00 - 8.30							A	27.8	41	2121	1948	692	314	772	336	528	466	93^	187	674	329	493	409	58^	138	222	113^	280	167
8.30 - 9.00							A	18.7	28	1427	1659	773	239	819	177	300	287	192	437	559	129^	242	233	132^	282	91^	47^	190	139^
ONE DAY AT A TIME					25	198	B	23.0	34	1755	1838	775	286	856	226	388	374	163	389	649	176	320	300	134	276	141	78	192	136
1 SUN. 8.30P 30 CBS CS						99	A	18.1	29	1381	1820	726	208	802	153	296	329	204	424	602	138	240	241	164	311	129	50^	287	160
PALMERSTOWN, U.S.A.					5	193	B	19.3	31	1473	1852	778	234	874	204	363	369	185	422	619	152	276	276	135	289	132	58	227	127
THU. 8.00P 60 CBS GD						99	A	17.5	29	1335	1802	730	215	811	148	288	322	211	440	587	135	236	229	164	308	123	49^	281	154
8.00 - 8.30							A	18.8	30	1434	1818	718	199	789	158	302	335	194	407	612	143	245	248	163	312	128	48^	289	163
8.30 - 9.00																													
PRIME TIME SATURDAY					14	197	A	11.9	22	908	1664	671	231^	762	195^	373	377	110^	323	731	250^	373	355	163^	303	82^	17^	89^	44^
2 SAT. 10.00P 60 NBC DN						98	B	11.9	21	908	1763	710	262	779	224	412	382	134	307	735	225	426	397	121	252	121	50	128	95
10.00 - 10.30							A	12.9	24	984	1661	647	230^	724	177^	354	369	106^	304	727	244	365	355	169^	307	79^	19^	131^	61^
10.30 - 11.00							A	10.8	21	824	1671	701	233^	809	211^	393	389	114^	348	733	255^	382	351	157^	299	89^	17^	40^	25^
QUINCY, M.E.					24	199	A	17.4	28	1328	1900	754	309	838	314	529	473	133	241	637	215	401	375	108	194	196	114	229	180
THU. 9.00P 60 NBC OP						97	B	18.4	29	1404	1871	774	294	857	356	588	509	96	208	647	252	432	386	86	166	169	79	198	149
CONT'D																													

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PROGRAM NAME										AUDIENCE COMPOSITION																							
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
WK	START																																
#	DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
EVENING CONT'D																																	
QUINCY, M.E.-CONT'D																																	
9.00 - 9.30																																	
9.30 - 10.00																																	
REAL PEOPLE																																	
WED. 8.00P 60 NBC U 30 210 212 99 99																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
ROCKFORD FILES(B)																																	
2 WED. 10.00P 60 NBC PD 195 96																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
ROCKFORD FILES																																	
THU. 10.00P 60 NBC PD 6 199 196 98 97																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
SANFORD (B)																																	
2 TUE. 8.00P 60 NBC CS 196 97																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
SANFORD (B)																																	
1 TUE. 8.00P 30 NBC CS 98																																	
SHERIFF LOBO (B)																																	
1 FRI. 10.00P 60 NBC A 183 96																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
60 MINUTES																																	
SUN. 7.00P 60 CBS DN 31 203 203 99 99																																	
7.00 - 7.30																																	
7.30 - 8.00																																	
SNEAK PREVIEW-OSCAR RACE(S)																																	
1 SAT. 10.05P 55 NBC CC 198 97																																	
10.00 - 10.30																																	
10.30 - 11.00																																	
STOCKARD CHANNING SHOW																																	
MON. 8.30P 30 CBS CS 4 188 182 98 98																																	
TAXI																																	
TUE. 9.30P 30 ABC CS 28 205 204 99 99																																	
THAT'S INCREDIBLE																																	
1 MON. 8.00P 60 ABC U 5 193 98																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
THAT'S INCREDIBLE SPEC(S)																																	
2 FRI. 8.00P 60 ABC U 192 98																																	
8.00 - 8.30																																	
8.30 - 9.00																																	

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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	TOTAL	18- 34	WOMEN 18- 49	25- 54	55- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	55- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
LATE FRINGE CONT'D																																			
SATURDAY NIGHT-CONT'D																																			
1	SAT.	11.30P	80	NBC	GV		98	99	B	13.8	39	1053	1639	543	271		626	349	503	393	48	82		636	406	536	400	41	66	278	120	99	88		
2	SAT.	11.30P	75						A	12.6	34	961	1609	545	278		620	370	488	402	45^	89^		664	457	556	373	56^	82^	253	105^	72^	62^		
		11.30 - 12.00							A	12.5	39	954	1649	559	316		666	410	541	407	41^	76^		670	469	561	385	71^	89^	261	98^	52^	41^		
		12.00 - 12.30							A	11.8	38	900	1666	598	441		746	510	585	428	50^	68^		570	449	489	303	53^	53^	302	177^	48^	48^		
		12.30 - 1.00																																	
TOMORROW SHOW																																			
1	M & TH	1.00A	45	NBC	CC		98	98	B	2.4	19	183	978	514	197^		514	278^	301^	246^	49^	164^		459	148^	333	290^	LT	109^	LT	LT	LT	LT		
1	TUE.	1.20A	45						B	2.8	21	214	1052	552	186		592	148	306	334	101	201		415	143	295	239	48	95	40	LT	LT	LT		
1	WED.	1.00A	46																																
2	MON.	1.00A	46																																
2	TU & W	1.00A	49																																
2	THU.	1.00A	45																																
		1.00 - 1.30							A	2.6	19	198	1096	580	222^		580	293^	363	278^	56^	186^		505	161^	374	328	LT	116^	LT	LT	LT	LT		
		1.30 - 2.00							A	2.1	18	160	LT	LT	LT		LT	LT	LT	LT	LT	LT		LT	LT	LT	LT	LT	LT	LT	LT	LT			
TONIGHT SHOW																																			
1	MON.	11.30P	77	NBC	GV		99	99	B	6.2	23	473	1370	614	180		654	222	339	318	117^	253		539	228	359	304	89^	129	156	37^	21^	19^		
1	TUE.	11.50P	75						B	7.3	27	557	1339	668	234		725	233	396	383	117	249		510	214	338	284	75	131	86	33	18	14		
1	W & F	11.30P	75																																
1	THU.	11.30P	76																																
2	M & TH	11.30P	76																																
2	TUE.	11.30P	81																																
2	WED.	11.30P	80																																
2	FRI.	11.30P	79																																
		11.30 - 12.00							A	7.6	23	580	1391	606	179		663	224	340	312	121	264		561	240	365	295	90^	150	141	37^	26^	23^		
		12.00 - 12.30							A	6.1	24	465	1391	632	185		662	233	354	327	120^	246		510	214	352	303	93^	111^	194	42^	25^	19^		
		12.30 - 1.00							A	4.2	22	320	1141	554	194		560	204	275	322	85^	223		473	273	367	199	44^	85^	102^	LT	LT	LT		
TUESDAY MOVIE-WEEK-PART 1																																			
1	TUE.	12.00M	71	ABC	FF		96	95	B	4.2	20	320	1106	531	281^		553	287^	409	293^	34^	75^		463	166^	267^	243^	101^	160^	90^	25^	LT	LT		
2	TUE.	11.50P	71										1106	531	281		553	287	409	293	34	75		463	166	267	243	101	160	90	25	LT	LT		
		12.00 - 12.30							A	4.6	19	351	1100	546	274^		550	285^	427	322^	17^	57^		493	145^	248^	236^	149^	209^	57^	LT	LT	LT		
		12.30 - 1.00							A	3.9	21	298	1074	495	333^		528	299^	383^	259^	33^	71^		429	174^	275^	252^	53^	114^	117^	40^	LT	LT		
TUESDAY MOVIE-WEEK-PART 2																																			
1	TUE.	1.11A	24	ABC	FF		96	95	B	3.5	25	267	1225	591	232^		640	355^	393^	195^	40^	138^		412^	180^	265^	262^	42^	94^	173^	94^	LT	LT		
2	TUE.	1.01A	16										1225	591	232		640	355	393	195	40	138		412	180	265	262	42	94	173	94	LT	LT		
YOUR TURN: LTRS-CBS NEWS(S)																																			
1	WED.	11.30P	30	CBS	N		91		A	6.0	18	458	1537	857	327^		857	285^	521^	522^	143^	243^		499^	160^	255^	196^	147^	219^	132^	44^	49^	13^		
WEEKDAY DAYTIME																																			
ABC AFTERSCHOOL SPECIAL(S)																																			
2	WED.	4.30P	60	ABC	FV		98		A	5.5	17	420	1729	673	234^		754	253^	389^	443^	119^	261^		304^	97^	109^	102^	103^	155^	194^	168^	477^	401^		
		4.30 - 5.00							A	5.1	17	389	1573	662	201^		752	275^	415^	447^	125^	258^		239^	99^	99^	82^	88^	116^	153^	133^	429^	368^		
		5.00 - 5.30							A	5.9	17	450	1847	681	256^		754	231^	364^	439^	113^	263^		353^	94^	115^	114^	113^	185^	227^	198^	513^	424^		
ABC DAYTIME NEWSBRIEF-M-F																																			
1	M-F	1.57P	2	ABC	N		93	93	B	9.2	33	702	1335	840	245		984	477	701	545	68^	204		167	72^	116	88	26^	40^	98	79^	86	46^		
2	M-TH	1.57P	2										1303	828	214		930	481	672	509	71	185		205	93	130	100	15	58	88	67	80	35		
2	FRI.	1.57P	1																																





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PROGRAM NAME												T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)															
														TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL	18-34	18-49	25-54	55-64	55+	TOTAL FEM.	TOTAL M-M														
WEEKDAY DAYTIME CONT'D																																									
DOCTORS M-F 2.00P 30 NBC DD 139 198 193 97 95																		A	5.3	19	404	1416	867	111	991	265	479	441	126	431	226	33	63	79	65	142	105	71	94	65	
EDGE OF NIGHT 131 154 156 83 83																		B	6.1	21	465	1302	817	140	944	304	511	445	124	372	231	51	77	75	65	136	64	51	63	26	
1 M-WTHF 4.00P 30 ABC DD 83 83																		A	4.9	16	374	1184	644	192	780	360	502	401	59	201	190	92	92	66	24	88	120	105	94	61	
2 MTUWF 4.00P 30																		B	5.3	16	404	1324	711	176	862	381	599	455	86	220	237	117	158	106	17	66	114	93	111	62	
FAMILY FEUD M-F 11.30A 30 ABC QP 140 195 198 98 99																		A	6.2	28	473	1431	732	150	854	341	544	451	66	243	336	124	164	121	52	142	100	82	141	82	
GENERAL HOSPITAL 137 194 195 99 99																		A	6.6	28	504	1394	737	149	821	349	529	416	95	230	320	135	177	136	46	119	83	56	170	84	
1 MON. 3.00P 10 ABC DD 99 99																		A	9.4	31	717	1261	768	162	865	431	589	465	78	202	158	62	65	41	13	81	154	137	84	50	
& 3.21P 39																		B	9.9	31	755	1304	793	193	876	407	601	480	90	215	190	73	100	77	21	78	146	126	92	59	
1 TU-F 3.00P 60																																									
2 M-F 3.00P 60																																									
3.00 - 3.30																		A	9.2	32	702	1239	778	169	880	425	593	481	80	210	157	65	69	42	10	78	138	122	64	37	
3.30 - 4.00																		A	9.6	31	732	1268	761	159	853	434	586	457	76	192	157	59	62	45	12	81	166	145	92	59	
GOOD MORNING, AMERICA-730 M-F 7.30A 30 ABC N 140 195 196 98 98																		A	5.2	28	397	1212	715	179	780	257	413	388	159	257	353	56	98	157	71	179	31	13	48	33	
																		B	4.2	25	320	1352	698	223	757	259	429	403	137	250	422	133	201	206	69	166	56	15	117	63	
GOOD MORNING, AMERICA-830 M-F 8.30A 30 ABC N 140 196 197 97 97																		A	6.4	32	488	1238	778	159	827	230	424	404	163	328	338	78	122	137	56	178	18	12	55	30	
																		B	5.9	30	450	1266	749	166	804	227	413	402	148	323	372	107	162	166	64	175	31	13	59	25	
GUIDING LIGHT 55 190 191																		A	8.0	27	610	1336	778	188	911	223	429	417	147	402	223	43	91	88	52	124	113	97	89	34	
1 MON. 3.00P 10 CBS DD 99 99																		B	8.7	27	664	1342	799	168	930	229	455	440	145	397	244	60	110	97	43	115	92	69	76	34	
& 3.18P 42																																									
1 TU-F 3.00P 60																																									
2 M-F 3.00P 60																																									
3.00 - 3.30																		A	7.9	27	603	1340	794	198	925	218	431	421	151	413	225	44	91	90	52	126	105	93	85	32	
3.30 - 4.00																		A	8.1	26	618	1319	764	184	893	225	426	414	141	388	215	39	84	82	54	123	117	97	94	39	
HIGH ROLLERS 137 186 185 94 94																		A	4.7	24	359	1448	739	111	854	200	344	427	137	348	390	36	86	124	103	257	76	37	128	31	
M-F 11.00A 30 NBC QG 94 94																		B	5.0	24	382	1302	724	103	825	179	345	340	150	401	366	64	108	114	82	228	36	14	75	22	
HOLLYWOOD SQUARES 138 167 165 87 87																		A	4.1	20	313	1502	855	159	939	252	397	405	150	403	357	57	105	97	93	229	74	32	132	67	
M-F 10.30A 30 NBC QP 87 87																		B	4.6	23	351	1414	756	132	847	210	374	349	146	398	414	89	153	147	86	233	60	29	93	35	
JEFFERSONS M-F 52 165 166 89 90																		A	4.5	23	343	1370	630	157	685	284	454	385	90	196	211	87	113	80	34	88	90	27	384	213	
M-F 10.00A 30 CBS CS 89 90																		B	4.4	20	336	1385	633	158	723	291	445	378	96	222	272	121	162	129	33	87	102	35	288	138	
LAVERNE & SHIRLEY M-F 140 175 176 97 97																		A	5.1	26	389	1350	642	144	694	332	514	393	43	157	252	113	155	111	20	71	203	152	201	124	
M-F 11.00A 30 ABC CS 97 97																		B	5.5	26	420	1349	610	153	680	368	516	393	46	127	254	137	183	126	25	53	151	106	264	98	
MORNING MON-FRI 140 181 181 98 98																		A	2.9	16	221	1367	621	177	634	137	295	394	150	213	506	81	163	239	78	204	36	LT	191	105	
M-F 7.15A 45 CBS N 98 98																		B	2.8	18	214	1321	584	187	625	129	297	355	120	246	496	91	222	240	95	221	37	LT	163	96	
7.30 - 8.00																		A	2.9	16	212	1380	620	158	629	140	294	389	149	213	498	81	163	226	77	204	45	23	208	113	
ONE DAY AT A TIME-M-F 46 126 68																		A	3.1	10	237	1376	735	83	768	351	494	426	63	249	210	109	118	100	31	51	178	97	220	118	
2 MTUWF 4.00P 30 CBS CS 68																		B	4.2	12	320	1446	641	142	723	273	428	360	103	243	276	83	138	134	52	109	199	112	248	131	
ONE LIFE TO LIVE 137 192 193 99 99																		A	8.9	32	679	1327	803	202	908	435	618	507	75	219	206	77	103	77	28	89	121	108	92	59	
M-F 2.00P 60 ABC DD 99 99																		B	8.7	30	664	1269	817	191	901	446	627	498	86	210	205	84	115	85	21	82	94	79	69	34	
2.00 - 2.30																		A	8.9	33	679	1321	792	201	907	438	620	506	70	219	198	74	103	80	23	82	120	104	96	58	
2.30 - 3.00																		A	8.9	32	679	1321	807	203	906	432	614	504	80	219	202	75	99	71	31	91	126	113	87	59	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	WOMEN 18-49		25-54	55-64	55+	TOTAL	18-34	MEN 18-49		25-54	55-64	55+	TOTAL FEM.	TOTAL 6-11				
WEEKDAY DAYTIME CONT'D																																	
PASSWORD PLUS					137	161	159	A	5.1	20	389	1476	753	177	856	178	324	354	168	427	443	75	121	129	94	291	85	51	92	50			
M-F 12.30P 30 NBC QG					82	81	B	5.1	19	389	1399	758	155	825	201	354	357	152	398	411	94	143	137	77	235	54	23	109	57				
PRICE IS RIGHT 1					136	194	194	A	6.0	30	458	1378	739	144	832	257	388	310	106	380	301	64	96	70	64	201	55	20	190	63			
M-F 11.00A 30 CBS AP					97	97	B	5.8	28	443	1453	740	150	870	271	418	333	112	391	359	67	116	109	67	222	66	30	158	65				
PRICE IS RIGHT 2					137	194	194	A	6.6	30	504	1431	748	152	849	278	411	293	117	395	295	65	86	64	66	199	67	26	220	71			
M-F 11.30A 30 CBS AP					97	97	B	6.8	30	519	1441	741	153	870	285	435	348	106	373	338	64	107	96	53	208	71	37	162	63				
RYAN'S HOPE					138	185	185	A	6.9	27	526	1378	811	233	939	444	667	516	44	186	202	96	147	88	22	43	151	116	86	46			
M-F 12.30P 30 ABC DD					97	97	B	7.0	26	534	1298	806	209	888	466	650	478	71	173	228	109	149	112	19	60	85	67	97	32				
SEARCH FOR TOMORROW					137	181	183	A	6.4	25	188	1273	791	183	920	255	448	453	154	382	225	15	57	64	37	157	58	48	70	35			
M-F 12.30P 30 CBS DD					96	97	B	7.6	28	580	1288	793	174	938	281	466	427	132	395	238	46	80	71	37	143	48	38	64	21				
TODAY SHOW-7.30AM					139	214	214	A	4.7	25	359	1345	648	111	702	148	302	288	206	356	492	84	184	159	120	297	69	19	82	64			
M-F 7.30A 30 NBC N					99	99	B	4.4	26	336	1411	736	156	804	205	356	347	156	379	488	107	192	187	112	260	35	17	84	55				
TODAY SHOW-8.30AM					139	210	211	A	5.2	26	397	1332	774	100	817	204	378	337	181	376	391	88	136	100	88	243	49	27	75	53			
M-F 8.30A 30 NBC N					99	99	B	5.6	29	427	1273	727	129	791	165	330	349	157	386	396	87	145	139	86	220	28	17	58	35				
\$20,000 PYRAMID					137	175	175	A	4.7	19	359	1387	810	167	855	307	487	434	77	285	340	89	154	124	41	166	91	78	101	45			
M-F 12.00N 30 ABC QG					92	91	B	4.8	19	366	1368	747	134	833	361	526	411	108	244	300	112	183	150	41	101	90	59	145	65				
WHEEL OF FORTUNE					138	199	198	A	5.3	24	404	1349	695	89	804	157	314	383	142	357	381	55	87	97	92	249	67	40	97	28			
M-F 11.30A 30 NBC QG					97	97	B	5.4	24	412	1291	721	108	815	179	348	351	142	386	359	66	110	113	71	217	45	22	72	32				
YOUNG AND THE RESTLESS					55	193	194	A	7.8	30	595	1212	811	155	929	323	482	443	159	363	136	16	43	39	21	92	59	45	88	25			
M-F 1.00P 60 CBS DD					99	99	B	8.2	29	626	1294	826	193	959	340	512	450	145	378	202	55	88	85	23	95	53	38	80	23				
1.00 - 1.30							A	7.6	29	580	1193	787	163	913	327	478	437	148	351	136	14	43	41	17	91	61	47	83	26				
1.30 - 2.00							A	8.1	30	618	1188	810	144	916	312	468	439	163	360	127	13	35	32	22	91	59	43	86	21				
•WEEKEND DAYTIME																																	
ABC WEEKEND SPECIALS					30	181	183	A	4.7	21	359	1669	382	67	474	257	309	160	45	115	355	191	255	114	32	100	268	172	572	497			
SAT. 12.00N 30 ABC FV					94	95	B	6.2	23	473	1698	378	133	439	239	321	216	36	93	324	168	236	172	32	62	266	135	669	412				
ABC WIDE WORLD-SPORTS SAT					20	198	206	A	9.9	26	755	1715	520	180	593	190	359	319	87	200	781	294	472	436	120	249	160	81	181	121			
1 SAT. 5.02P 88 ABC SA					99	99	B	12.2	28	931	1732	591	221	662	223	378	324	102	236	736	242	436	403	108	245	153	68	181	128				
2 SAT. 5.00P 90																																	
5.00 - 5.30							A	8.7	25	664	1753	572	180	649	220	388	362	90	216	746	259	461	417	106	228	132	79	226	122				
5.30 - 6.00							A	10.1	27	771	1834	559	185	624	206	387	356	84	196	816	325	483	440	136	262	163	90	231	177				
6.00 - 6.30							A	10.8	27	824	1600	440	175	528	157	315	256	90	192	781	293	474	448	117	253	186	77	105	67				
ABC WIDE WORLD-SPORTS SUN					12	182	190	A	8.2	23	626	1706	479	116	512	149	268	257	84	193	833	296	497	428	159	280	196	82	165	134			
SUN. 4.30P 90 ABC SA					94	98	B	12.3	30	938	1743	548	207	601	204	368	346	88	177	783	288	500	428	128	236	175	65	184	132				
4.30 - 5.00							A	7.8	22	595	1635	501	121	506	134	269	268	72	188	821	278	473	414	172	299	140	50	168	120				
5.00 - 5.30							A	8.3	23	633	1692	477	126	499	156	247	220	84	209	827	274	470	413	168	293	199	90	167	143				
5.30 - 6.00							A	8.4	22	641	1805	461	107	531	159	291	283	97	184	863	336	555	465	139	251	247	103	164	142				
AFTERNOON PLAYHOUSE-SAT(S)								A	3.6	14	275	1869	958	454	1184	637	699	505	196	461	492	255	292	248	113	178	29	29	164	164			
2 SAT. 3.30P 60 CBS CL					102	66																											
3.30 - 4.00							A	3.1	12	237	1688	1004	485	1211	696	760	583	131	422	368	182	219	147	107	149	LT	LT	109	109				
4.00 - 4.30							A	4.0	15	305	2036	944	436	1187	605	666	457	252	500	587	312	349	326	120	202	51	51	211	211				
ALL NEW POPEYE HOUR 1					30	189	190	A	7.1	31	542	1568	372	50	411	182	225	127	95	186	319	145	283	218	36	36	145	11	693	326			
SAT. 10.30A 30 CBS CA					97	98	B	8.9	34	679	1648	300	134	369	227	290	176	30	65	292	154	225	171	25	51	221	108	766	398				

KEY: A = CURRENT REPORT B = SEASON AVERAGE





FOR EXPLANATION OF SYMBOLS, SEE PAGE A

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
																WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	55-64	55+
WEEKEND DAYTIME CONT'D																																			
PRO BOWLERS TOUR-CONT'D																																			
4.00 - 4.30																																			
4.30 - 5.00																																			
SCHOOLHOUSE ROCK-8.56AM																																			
SAT. 8.56A 3 ABC CN 98 98																																			
SCHOOLHOUSE ROCK-10.26AM																																			
SAT. 10.26A 3 ABC CN 99 99																																			
SCHOOLHOUSE ROCK-11.26AM																																			
SAT. 11.26A 3 ABC CN 97 97																																			
SCHOOLHOUSE ROCK-11.55AM																																			
SUN. 11.55A 4 ABC CN 83 84																																			
SCOOPY AND SCRAPPY DOO-1																																			
SAT. 10.30A 30 ABC CA 97 97																																			
SCOOPY AND SCRAPPY DOO-2																																			
SAT. 11.00A 30 ABC CA 97 97																																			
SHAZAM																																			
SAT. 12.00N 30 CBS CA 92 92																																			
SKATEBIRDS																																			
SUN. 8.00A 30 CBS CA 34 35																																			
SPORTSWORLD																																			
1 SUN. 4.00P 120 NBC SE 91 88																																			
2 SUN. 2.30P 90																																			
2.30 - 3.00																																			
3.00 - 3.30																																			
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4.30 - 5.00																																			
5.00 - 5.30																																			
5.30 - 6.00																																			
SUNDAY MORNING																																			
SUN. 9.00A 90 CBS N 76 76																																			
9.00 - 9.30																																			
9.30 - 10.00																																			
10.00 - 10.30																																			
SUPER GLOBETROTTERS																																			
SAT. 8.00A 30 NBC CA 98 98																																			
TARZAN AND SUPER SEVEN 1																																			
SAT. 12.30P 30 CBS CA 81 91																																			
TARZAN AND SUPER SEVEN 2																																			
SAT. 1.00P 30 CBS CA 81 91																																			
30 MINUTES																																			
SAT. 1.30P 30 CBS DN 91 89																																			

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
															K E Y		AVG. AUD. SHARE % %		AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK- ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2																												
WEEKEND DAYTIME CONT'D																																			
TIME OUT--9:45AM										19	200	197	A	6.6	28	504	1663	201^	87^	267	151^	173^	73^	43v	43v	156^	79^	104^	61v	17v	52v	138^	79^	1102	784
SAT. 9.45A 2 NBC CN										98	98	B	6.3	25	481	1690	244	89	296	163	207	127	53	71	169	92	113	93	16	39	169	66	1056	676	
TIME OUT--10:58AM										30	205	205	A	5.3	23	404	1421	161^	67v	240^	158^	158^	67v	49v	49v	213^	66v	100^	73v	42v	113^	222^	124^	746	562
SAT. 10.58A 2 NBC CN										97	97	B	5.7	22	435	1664	263	104	326	218	260	140	30	46	248	148	178	111	19	54	249	87	841	520	
TIME OUT--11:58AM										30	186	166	A	5.0	23	382	1484	278^	129^	364	178^	244^	213^	44v	69v	274^	99^	99^	70v	30v	141^	269^	125^	577	354
SAT. 11.58A 2 NBC CN										94	80	B	5.1	19	389	1689	301	117	385	228	290	187	43	68	282	164	203	130	29	54	276	97	746	472	
TOURN. OF CHAMPIONS--SAT.(S)											171	A	3.7	13	282	1628	556^	177v	578^	31v	95v	228^	134v	319^	950	267^	454^	521^	146v	333^	53v	LT	47v	47v	
2 SAT. 4.00P 120 NBC SE										90																									
4.00 - 4.30												A	4.0	15	305	1328	407^	200v	407^	LT	LT	197v	85v	210^	921	248^	458^	607^	83v	276^	LT	LT	LT	LT	
4.30 - 5.00												A	4.0	15	305	1803	518^	174v	518^	46v	94v	187v	114v	285^	1092	322^	558^	613^	108v	317^	114v	LT	79v	79v	
5.00 - 5.30												A	3.3	12	252	1679	674^	195v	674^	39v	126v	250^	183v	385^	885^	227v	376^	404^	170v	373^	60v	LT	60v	60v	
5.30 - 6.00												A	3.4	11	259	1722	676^	142v	753^	45v	169v	286^	171v	422^	889^	267^	410^	433^	236v	375^	34v	LT	46v	46v	
TOURN. OF CHAMPIONS--SUN.(S)											186	A	3.7	12	282	1514	425^	39v	481^	32v	132v	135v	63v	325^	822^	191v	379^	369^	120v	386^	90v	46v	121v	28v	
2 SUN. 4.00P 120 NBC SE										95																									
4.00 - 4.30												A	3.4	12	259	1232	359^	39v	409^	27v	155v	128v	42v	254^	684^	174v	290^	279^	116v	351^	73v	46v	66v	LT	
4.30 - 5.00												A	3.6	12	275	1353	368^	66v	411^	25v	139v	114v	80v	272^	758^	219v	351^	339^	152v	361^	90v	47v	94v	LT	
5.00 - 5.30												A	3.8	12	290	1741	451^	28v	520^	62v	151v	131v	38v	369^	914	197v	458^	418^	86v	397^	121v	48v	186v	69v	
5.30 - 6.00												A	3.8	12	290	1731	525^	24v	583^	LT	86v	162v	94v	407^	952	190v	427^	445^	131v	448^	65v	37v	131v	45v	



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. APR. 7, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
<b>ABC TV</b>																
TOTAL AUDIENCE households (000) & %					23,730 31.1				24,030 31.5							
AVERAGE AUDIENCE households (000) & %					19,910 26.1	24.2*		28.0*	16,100 21.1	19.8*		21.1*		22.4*		21.1*
SHARE OF AUDIENCE %					39	37 *		41 *	34	29 *		32 *		38 *		38 *
VG. AUD. BY 1/4 HR.					23.0	25.4	28.2	27.8	19.8	19.9	20.8	21.4	22.5	22.3	21.8	20.0
					THAT'S INCREDIBLE (OP)				ABC MONDAY NIGHT MOVIE HIGH PLAINS DRIFTER (9:00-10:55PM)(R)(SUS)(OP)							
<b>CBS TV</b>																
TOTAL AUDIENCE households (000) & %					13,730 18.0		10,910 14.3		20,680 27.1		19,610 25.7		17,930 23.5			
AVERAGE AUDIENCE households (000) & %					11,900 15.6		10,150 13.3		18,080 23.7		17,550 23.0		14,420 18.9		19.0*	18.7*
SHARE OF AUDIENCE %					24		20		35		35		33		32 *	34 *
VG. AUD. BY 1/4 HR.					15.4	15.8	13.0	13.6	22.6	24.8	23.0	23.1	19.3	18.6	18.6	18.9
					WKRP IN CINCINNATI (R)		STOCKARD CHANNING SHOW (OP)		M*A*S*H (R)		FLO		LOU GRANT (R)			
<b>NBC TV</b>																
TOTAL AUDIENCE households (000) & %					14,880 19.5				17,320 22.7							
AVERAGE AUDIENCE households (000) & %					12,130 15.9	15.6*		16.3*	9,770 12.8	14.3*		12.7*		12.6*		11.8*
SHARE OF AUDIENCE %					24	24 *		24 *	21	21 *		19 *		21 *		21 *
VG. AUD. BY 1/4 HR.					15.4	15.7	16.1	16.5	15.2	13.4	12.7	12.7	12.1	12.1	11.7	11.8
					LITTLE HOUSE-PRAIRIE (R)(OP)				OLDEST LIVING GRADUATE							
<b>BC TV</b>																
TOTAL AUDIENCE households (000) & %					26,320 34.5				41,810 54.8							
AVERAGE AUDIENCE households (000) & %					20,070 26.3	24.8*		27.8*	25,710 33.7	32.2*		36.1*		36.6*		35.2*
SHARE OF AUDIENCE %					39	37 *		41 *	55	46 *		52 *		55 *		55 *
VG. AUD. BY 1/4 HR.					24.2	25.4	27.8	27.8	31.2	33.2	36.1	36.1	37.3	35.9	35.4	34.9
					OLIVIA NEWTON-JOHN (OP)				ACADEMY AWARDS (-OP)							
<b>BS TV</b>																
TOTAL AUDIENCE households (000) & %					17,240 22.6		15,340 20.1		18,390 24.1		16,330 21.4		14,120 18.5			
AVERAGE AUDIENCE households (000) & %					15,180 19.9		13,730 18.0		16,250 21.3		14,420 18.9		11,140 14.6		14.8*	14.3*
SHARE OF AUDIENCE %					30		26		30		27		24		23 *	24 *
VG. AUD. BY 1/4 HR.					19.1	20.7	17.6	18.5	20.1	22.5	18.6	19.2	14.4	15.2	14.8	13.8
					WKRP IN CINCINNATI (R)		STOCKARD CHANNING SHOW (OP)		M*A*S*H (R)		FLO		LOU GRANT (R)			
<b>BC TV</b>																
TOTAL AUDIENCE households (000) & %					14,800 19.4								11,060 14.5			
AVERAGE AUDIENCE households (000) & %					8,550 11.2	11.4*		11.6*		11.4*		10.3*	8,320 10.9	10.8*		11.1*
SHARE OF AUDIENCE %					16	17 *		17 *		16 *		15 *	18	17 *		19 *
VG. AUD. BY 1/4 HR.					11.6	11.2	11.5	11.8	11.7	11.0	10.7	9.9	10.7	10.9	11.0	11.2
					LITTLE HOUSE-PRAIRIE (R)(OP)								BUFFALO SOLDIERS (R)			
<b>OLDS USING TV</b>	WK. 1	57.7	59.0	60.2	62.2	64.1	65.9	67.2	68.0	67.3	67.7	66.3	64.3	60.5	58.3	56.7
Def. 1)	WK. 2	60.2	62.3	63.8	65.3	66.6	67.7	68.7	69.9	71.0	71.9	71.2	70.0	65.6	62.7	60.3
Households: 76,300,000																

For explanation of symbols, See page A.

EVE. MON. APR. 14, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.TUE. APR.8, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
<b>ABC TV</b>																
AL AUDIENCE holds (000) & %					17,170 22.5		16,710 21.9		17,090 22.4		12,670 16.6		14,500 19.0			
PROGRAM					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART			
ERAGE AUDIENCE holds (000) & %					15,180 19.9		15,030 19.7		14,800 19.4		11,450 15.0		12,130 15.9		15.6*	16.2*
ARE OF AUDIENCE %					32		31		29		23		26		25 *	27 *
3. AUD. BY ¼ HR.					19.6	20.1	19.2	20.1	19.0	19.9	15.3	14.8	15.3	15.9	16.5	16.0
<b>BS TV</b>																
AL AUDIENCE holds (000) & %					19,610 25.7				30,290 39.7							
PROGRAM					WHITE SHADOW (R)(OP)				CBS TUESDAY NIGHT MOVIES THE GAMBLER							
ERAGE AUDIENCE holds (000) & %					15,570 20.4	18.3*		22.5*	23,880 31.3	28.5*		31.7*		33.3*		31.6*
ARE OF AUDIENCE %					32	29 *		35 *	50	43 *		49 *		54 *		53 *
3. AUD. BY ¼ HR.					17.6	19.1	22.3	22.6	27.4	29.5	31.4	32.1	33.5	33.2	32.2	31.1
<b>BC TV</b>																
AL AUDIENCE holds (000) & %					12,970 17.0		17,090 22.4						6,560 8.6		6,100 8.0	
PROGRAM					SANFORD (B)				BIG SHOW (OP)				UNITED STATES		UNITED STATES (B)	
ERAGE AUDIENCE holds (000) & %					11,670 15.3		9,610 12.6	12.8*		12.2*		12.7*	5,880 7.7		5,260 6.9	
ARE OF AUDIENCE %					25		19	20 *		18 *		20 *	12		12	
3. AUD. BY ¼ HR.					15.2		12.7		10.8	11.7	12.1	12.4	7.8		7.1	
<b>BC TV</b>																
AL AUDIENCE holds (000) & %					17,630 23.1		16,400 21.5		18,620 24.4		15,410 20.2		15,640 20.5			
PROGRAM					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		HART TO HART (R)			
ERAGE AUDIENCE holds (000) & %					15,110 19.8		15,490 20.3		16,860 22.1		14,190 18.6		11,750 15.4		15.3*	15.6*
ARE OF AUDIENCE %					33		32		34		29		26		25 *	27 *
3. AUD. BY ¼ HR.					18.6	21.1	19.8	20.8	22.1	22.1	18.6	18.6	15.5	15.1	15.5	15.7
<b>BS TV</b>																
AL AUDIENCE holds (000) & %					16,560 21.7				28,610 37.5							
PROGRAM					WHITE SHADOW (R)(OP)				GUYANA TRAGEDY PART 1 THE STORY OF JIM JONES							
ERAGE AUDIENCE holds (000) & %					12,970 17.0	16.1*		18.0*	22,050 28.9	26.4*		29.0*		30.2*		30.0*
ARE OF AUDIENCE %					28	27 *		28 *	46	40 *		45 *		49 *		52 *
3. AUD. BY ¼ HR.					15.8	16.3	17.5	18.6	25.5	27.4	28.5	29.5	30.0	30.4	30.7	29.2
<b>BC TV</b>																
AL AUDIENCE holds (000) & %					15,260 20.0				12,890 16.9						6,260 8.2	
PROGRAM					SANFORD (B) (OP)				BIG SHOW						UNITED STATES	
ERAGE AUDIENCE holds (000) & %					11,670 15.3	15.2*		15.4*	8,390 11.0	10.6*		11.4*		11.1*	5,110 6.7	
ARE OF AUDIENCE %					25	25 *		24 *	17	16 *		18 *		18 *	12	
3. AUD. BY ¼ HR.					14.8	15.6	15.7	15.2	10.7	10.5	11.5	11.3	12.0	10.2	7.2	6.1
<b>HOLDS USING TV</b>	WK. 1	57.9	59.6	61.1	61.1	61.5	63.1	63.2	64.4	65.7	66.3	65.3	64.3	62.6	61.8	60.3
e Def. 1)	WK. 2	54.6	57.5	57.9	58.2	59.0	61.6	62.7	63.7	65.3	65.8	65.0	65.0	62.9	61.0	58.9
																58.8

V Households: 76,300,000

For explanation of symbols, See page A.

EVE.TUE. APR.15, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.WED. APR.9, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
AL AUDIENCE (holds (000) & %)					18,620 24.4				16,630 21.8				15,260 20.0			
BC TV					EIGHT IS ENOUGH				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
AGE AUDIENCE (holds (000) & %)					15,110 19.8	18.7*		20.9*	12,440 16.3	15.4*		17.2*	12,670 16.6	16.7*		16.5*
RE OF AUDIENCE %					31	30 *		32 *	26	24 *		27 *	28	27 *		28 *
AUD. BY ¼ HR. %					18.0	19.3	20.7	21.2	15.2	15.5	17.0	17.4	16.6	16.7	16.7	16.2
AL AUDIENCE (holds (000) & %)					14,420 18.9				24,640 32.3							
BS TV					BOY NAMED CHARLIE BROWN (R)(OP)				NURSE							
AGE AUDIENCE (holds (000) & %)					10,610 13.9	14.0*		13.8*	18,540 24.3	23.0*		24.8*		25.4*		24.2*
RE OF AUDIENCE %					22	22 *		21 *	39	36 *		39 *		41 *		41 *
AUD. BY ¼ HR. %					14.1	13.9	13.8	13.8	22.8	23.1	24.7	24.9	25.4	25.4	24.9	23.4
AL AUDIENCE (holds (000) & %)					22,810 29.9				17,550 23.0		12,970 17.0		12,740 16.7		11,290 14.8	
BC TV					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)		ME AND MAXX (B)		HELLO, LARRY		HELLO, LARRY (B)	
AGE AUDIENCE (holds (000) & %)					19,000 24.9	24.3*		25.5*	16,020 21.0		11,600 15.2		11,140 14.6		10,150 13.3	
RE OF AUDIENCE %					39	39 *		39 *	33		24		24		23	
AUD. BY ¼ HR. %					23.4	25.2	25.4	25.6	21.2	20.7	15.5	15.9	14.6	14.6	13.3	13.3
AL AUDIENCE (holds (000) & %)					16,790 22.0				13,050 17.1				11,980 15.7			
BC TV					EIGHT IS ENOUGH (R)				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
AGE AUDIENCE (holds (000) & %)					13,200 17.3	16.3*		18.4*	10,380 13.6	13.8*		13.3*	9,770 12.8	13.1*		12.5*
RE OF AUDIENCE %					28	27 *		29 *	21	21 *		20 *	21	21 *		21 *
AUD. BY ¼ HR. %					15.6	16.9	18.0	18.7	14.3	13.4	13.5	13.1	12.9	13.2	12.6	12.4
AL AUDIENCE (holds (000) & %)					18,620 24.4				29,450 38.6							
BS TV					BODY HUMAN: BODY BEAUTIFUL (OP)				GUYANA TRAGEDY PART 2 THE STORY OF JIM JONES							
AGE AUDIENCE (holds (000) & %)					13,810 18.1	16.9*		19.4*	24,190 31.7	28.1*		31.3*		33.6*		33.8*
RE OF AUDIENCE %					29	28 *		30 *	50	43 *		47 *		53 *		57 *
AUD. BY ¼ HR. %					16.7	17.1	18.5	20.2	27.3	28.9	30.7	31.9	33.4	33.7	34.4	33.2
AL AUDIENCE (holds (000) & %)					18,770 24.6				14,190 18.6				9,840 12.9			
BC TV					REAL PEOPLE (R)(OP)				DIFF'RENT STROKES (R)				ROCKFORD FILES(B) (R)			
AGE AUDIENCE (holds (000) & %)					14,650 19.2	19.0*		19.3*	11,060 14.5	14.7*		14.4*	7,020 9.2	9.5*		8.9*
RE OF AUDIENCE %					31	32 *		30 *	22	23 *		22 *	15	15 *		15 *
AUD. BY ¼ HR. %					18.5	19.6	19.4	19.1	14.5	14.9	14.8	14.0	10.0	9.1	8.5	9.2
OLDS USING TV Def. 1)	WK. 1	58.2	60.1	59.6	60.0	61.9	63.7	64.6	65.2	64.2	64.0	63.5	63.3	62.1	61.8	59.6
	WK. 2	53.1	55.7	55.1	57.0	58.7	60.8	63.1	64.3	64.9	65.6	66.2	65.7	64.0	62.7	61.0

V Households: 76,300,000

For explanation of symbols, See page A.

EVE.WED. APR.16, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.THU. APR.10, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE holds (000) & (%)					14,950 19.6		15,410 20.2		15,870 20.8		12,740 16.7		17,700 23.2			
BC TV					MORK & MINDY (R)		BENSON (R)		BARNEY MILLER (R)		ASSOCIATES (OP)				20/20	
ERAGE AUDIENCE holds (000) & (%)					12,670 16.6		14,500 19.0		14,340 18.8		11,370 14.9		13,580 17.8		19.1*	16.6*
ARE OF AUDIENCE %					27		30		29		24		32		33 *	31 *
G. AUD. BY ¼ HR. %					15.2	17.9	18.7	19.2	18.9	18.7	14.8	15.1	18.9	19.3	17.4	15.7

TOTAL AUDIENCE holds (000) & (%)					17,630 23.1				17,240 22.6				12,670 16.6			
BS TV					PALMERSTOWN, U.S.A. (OP)				HAGEN (B)				CONTENDER			
ERAGE AUDIENCE holds (000) & (%)					14,190 18.6				13,660 17.9				10,380 13.6		13.9*	13.3*
ARE OF AUDIENCE %					30	18.0*		19.2*	28	17.5*		18.3*	25	25	24 *	25 *
G. AUD. BY ¼ HR. %					17.7	18.3	19.2	19.2	17.4	17.5	18.7	17.9	14.1	13.7	13.4	13.2

TOTAL AUDIENCE holds (000) & (%)					15,640 20.5				17,010 22.3				15,490 20.3			
BC TV					BUCK ROGERS-25TH CENTURY (R)(OP)				QUINCY, M.E. (R)				ROCKFORD FILES (R)			
ERAGE AUDIENCE holds (000) & (%)					11,980 15.7		15.0*		13,200 17.3		16.9*		12,360 16.2		15.9*	16.5*
ARE OF AUDIENCE %					25	25 *		26 *	28	26 *		29 *	29	28 *		31 *
G. AUD. BY ¼ HR. %					14.5	15.5	16.3	16.6	16.6	17.2	18.0	17.5	15.8	16.1	16.6	16.9

TOTAL AUDIENCE holds (000) & (%)					14,190 18.6		15,490 20.3		16,020 21.0		12,890 16.9		18,770 24.6			
BC TV					MORK & MINDY (R)		BENSON (R)		BARNEY MILLER (R)		ASSOCIATES (OP)				20/20	
ERAGE AUDIENCE holds (000) & (%)					11,900 15.6		14,420 18.9		14,340 18.8		11,900 15.6		15,180 19.9		19.4*	20.3*
ARE OF AUDIENCE %					27		30		31		26		38		36 *	39 *
G. AUD. BY ¼ HR. %					14.0	17.1	18.4	19.3	18.8	18.9	15.9	15.3	18.5	20.3	20.5	20.1

TOTAL AUDIENCE holds (000) & (%)					17,090 22.4				14,950 19.6				12,820 16.8			
BS TV					PALMERSTOWN, U.S.A. (OP)				HAGEN (B)				CONTENDER			
ERAGE AUDIENCE holds (000) & (%)					13,430 17.6		17.0*		11,830 15.5		15.5*		9,690 12.7		12.6*	12.7*
ARE OF AUDIENCE %					29	29 *		29 *	26	25 *		26 *	24	23 *		25 *
G. AUD. BY ¼ HR. %					16.5	17.4	18.0	18.6	15.6	15.5	15.6	15.4	13.0	12.3	12.7	12.8

TOTAL AUDIENCE holds (000) & (%)					14,880 19.5				16,400 21.5				14,120 18.5			
BC TV					BUCK ROGERS-25TH CENTURY (R)(OP)				QUINCY, M.E. (R)				ROCKFORD FILES (R)			
ERAGE AUDIENCE holds (000) & (%)					11,600 15.2		14.6*		13,350 17.5		16.8*		10,760 14.1		14.4*	13.8*
ARE OF AUDIENCE %					25	25 *		25 *	29	27 *		31 *	27	27 *		27 *
G. AUD. BY ¼ HR. %					14.1	15.0	15.9	15.7	16.2	17.3	18.3	18.1	14.5	14.2	13.6	14.1

OLDS USING TV WK. 1	53.2	54.8	55.9	58.4	59.1	62.4	64.1	64.5	63.9	63.7	62.7	61.6	57.7	56.8	54.1	51.9
Def. 1) WK. 2	51.9	54.0	54.0	55.3	56.3	60.2	61.7	62.9	61.7	61.4	59.4	58.4	54.2	53.5	52.1	51.2

Households: 76,300,000

For explanation of symbols, See page A.

EVE.THU. APR.17, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.FRI. APR.11, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
<b>ABC TV</b>																
TOTAL AUDIENCE Households (000) & %					13,580 17.8				20,680 27.1							
PROGRAM					WHEN THE WHISTLE BLOWS (OP)				ABC FRIDAY NIGHT MOVIE THE COMEBACK KID							
AVERAGE AUDIENCE Households (000) & %					9,610 12.6	12.0*		13.3*	13,890 18.2	15.4*			17.1*		20.0*	20.5*
SHARE OF AUDIENCE %					22	22 *		23 *	30	26 *			28 *		33 *	35 *
VG. AUD. BY 1/4 HR.					11.7	12.3	13.1	13.4	15.1	15.7	16.7	17.4	19.8	20.1	20.9	20.0
<b>BBS TV</b>																
TOTAL AUDIENCE Households (000) & %					16,940 22.2				20,220 26.5				16,480 21.6			
PROGRAM					INCREDIBLE HULK (OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
AVERAGE AUDIENCE Households (000) & %					13,280 17.4	16.2*		18.6*	17,090 22.4	21.6*		23.2*	12,670 16.6	16.9*		16.3*
SHARE OF AUDIENCE %					31	29 *		32 *	37	36 *		38 *	28	28 *		28 *
VG. AUD. BY 1/4 HR.					15.7	16.8	18.5	18.7	20.8	22.3	23.4	23.0	17.2	16.6	16.2	16.3
<b>ABC TV</b>																
TOTAL AUDIENCE Households (000) & %					13,050 17.1		12,210 16.0		10,000 13.1				10,830 14.2			
PROGRAM					HERE'S BOOMER		FACTS OF LIFE (OP)		DOBERMANS				SHERIFF LOBO (B)			
AVERAGE AUDIENCE Households (000) & %					11,370 14.9		11,140 14.6		7,630 10.0	9.7*		10.3*	9,080 11.9	12.0*		11.8*
SHARE OF AUDIENCE %					27		25		17	16 *		17 *	20	20 *		20 *
VG. AUD. BY 1/4 HR.					14.4	15.3	14.3	14.0	8.8	8.7	10.0	10.3	11.9	12.0		11.8
<b>BBS TV</b>																
TOTAL AUDIENCE Households (000) & %					18,160 23.8				18,620 24.4							
PROGRAM					THAT'S INCREDIBLE SPEC (R)(OP)				ABC FRIDAY NIGHT MOVIE THE IVORY APE							
AVERAGE AUDIENCE Households (000) & %					14,040 18.4	17.5*		19.3*	11,370 14.9	13.8*		13.8*		16.2*		15.9*
SHARE OF AUDIENCE %					34	33 *		35 *	27	25 *		24 *		30 *		30 *
VG. AUD. BY 1/4 HR.					17.1	17.9	19.4	19.1	14.2	13.5	13.7	13.9	16.1	16.4	16.2	15.6
<b>BBS TV</b>																
TOTAL AUDIENCE Households (000) & %					14,500 19.0				20,600 27.0				16,860 22.1			
PROGRAM					INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
AVERAGE AUDIENCE Households (000) & %					11,450 15.0	14.4*		15.5*	17,010 22.3	21.9*		22.6*	13,660 17.9	18.0*		17.8*
SHARE OF AUDIENCE %					28	27 *		28 *	39	39 *		40 *	33	33 *		33 *
VG. AUD. BY 1/4 HR.					13.9	15.0	15.0	16.0	21.3	22.4	22.6	23.0	18.1	17.9	18.3	17.4
<b>ABC TV</b>																
TOTAL AUDIENCE Households (000) & %					10,380 13.6				17,320 22.7							
PROGRAM					HERE'S BOOMER (R)(OP)				NBC FRIDAY NIGHT MOVIE HUMAN FEELINGS (R)							
AVERAGE AUDIENCE Households (000) & %					7,780 10.2	10.0*		10.3*	9,160 12.0	10.7*		10.8*		13.2*		13.1*
SHARE OF AUDIENCE %					19	19 *		19 *	22	19 *		19 *		24 *		24 *
VG. AUD. BY 1/4 HR.					10.1	9.9	10.4	10.3	10.7	10.8	10.8	10.8	13.4	13.0	13.3	12.9
<b>HOUSEHOLDS USING TV</b>																
WK. 1	50.3	51.7	53.6	54.5	55.1	56.6	57.4	57.7	58.5	60.3	61.2	61.9	60.3	59.8	59.0	57.9
WK. 2	44.0	45.6	47.6	51.1	52.5	53.1	54.4	55.5	56.0	56.2	56.8	57.1	55.1	54.6	54.3	52.8

TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.FRI. APR.18, 1980

EVE.SAT. APR.12, 1980

TV Households: 76,300,000

For explanation of symbols, See page A.

EVE.SAT. APR.19, 1980



## NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. APR.13, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
<b>ABC TV</b>	GALACTICA 1980 (OP)				ABC SUNDAY NIGHT MOVIE PATTON (8:00-11:28PM)(R)											
TOTAL AUDIENCE (000) & %	11,900 15.6				25,480 33.4											
AVERAGE AUDIENCE (000) & %	9,380 12.3	11.5*		13.1*	14,420 18.9	17.0*	18.1*		20.3*		20.1*		19.4*		19.3*	
SHARE OF AUDIENCE %	19	19 *		20 *	31	26 *	27 *		30 *		31 *		33 *		34 *	
VG. AUD. BY ¼ HR. %	11.2	11.7	12.5	13.7	16.6	17.5	17.8	18.4	20.5	20.2	20.2	20.0	19.7	19.2	19.3	19.3
<b>CBS TV</b>	60 MINUTES				ARCHIE BUNKER'S PLACE (R)	ONE DAY AT A TIME (OP)			ALICE (R)		JEFFERSONS		TRAPPER JOHN, M.D. (R)			
TOTAL AUDIENCE (000) & %	26,780 35.1				16,560 21.7	15,790 20.7			19,990 26.2		20,980 27.5		18,920 24.8			
AVERAGE AUDIENCE (000) & %	22,130 29.0	28.3*		29.7*	14,190 18.6	14,270 18.7			18,010 23.6		18,850 24.7		15,490 20.3	20.8*	19.8*	
SHARE OF AUDIENCE %	46	46 *		45 *	28	28			35		38		35	35 *	35 *	
VG. AUD. BY ¼ HR. %	26.1	30.5	30.4	29.0	19.0	18.2	18.3	19.2	22.8	24.4	24.1	25.3	21.3	20.3	20.3	19.4
<b>NBC TV</b>	DISNEY'S WONDERFUL WORLD DISNEY'S OSCAR WINNERS				CHIPS (R)(OP)				BIG EVENT COMING HOME (9:00-11:34PM)(R)							
TOTAL AUDIENCE (000) & %	17,090 22.4				21,060 27.6				19,760 25.9							
AVERAGE AUDIENCE (000) & %	13,350 17.5	16.4*		18.5*	16,630 21.8	20.9*	22.8*		11,450 15.0	15.7*	15.2*		14.8*		14.6*	
SHARE OF AUDIENCE %	28	27 *		28 *	33	32 *	34 *		25	23 *	23 *		25 *		26 *	
VG. AUD. BY ¼ HR. %	15.3	17.5	18.2	18.9	20.2	21.7	23.2	22.3	15.5	15.9	15.3	15.1	14.9	14.8	14.7	14.4
<b>BC TV</b>	GALACTICA 1980 (OP)				ABC SUNDAY NIGHT MOVIE THE STING (8:00-10:43PM)(R)(SUS)(OP)											
TOTAL AUDIENCE (000) & %	11,450 15.0				28,080 36.8											
AVERAGE AUDIENCE (000) & %	8,770 11.5	10.1*		13.0*	19,000 24.9	22.6*	24.3*		25.5*		25.8*		26.7*			
SHARE OF AUDIENCE %	21	20 *		23 *	38	37 *	37 *		37 *		38 *		43 *			
VG. AUD. BY ¼ HR. %	9.1	11.1	12.2	13.8	21.7	23.4	23.9	24.6	25.3	25.7	25.8	25.8	26.8	26.5	23.9	
<b>BS TV</b>	60 MINUTES				CARNIVAL OF THRILLS (OP)				ALICE (R) JEFFERSONS							
TOTAL AUDIENCE (000) & %	25,480 33.4				26,250 34.4								16,480 21.6		16,630 21.8	
AVERAGE AUDIENCE (000) & %	19,380 25.4	24.7*		26.1*	19,840 26.0	23.3*	25.8*		27.0*		27.9*		15,180 19.9		14,880 19.5	
SHARE OF AUDIENCE %	47	48 *		46 *	39	38 *	39 *		40 *		41 *		32		35	
VG. AUD. BY ¼ HR. %	23.8	25.7	26.2	25.9	22.3	24.4	25.5	26.1	26.7	27.4	28.2	27.5	19.8	20.0	18.6	20.3
<b>BC TV</b>	DISNEY'S WONDERFUL WORLD SULTAN AND THE ROCK STAR				CHIPS (R)(OP)				BEYOND AND BACK							
TOTAL AUDIENCE (000) & %	12,890 16.9				15,640 20.5								13,730 18.0			
AVERAGE AUDIENCE (000) & %	9,540 12.5	11.2*		13.8*	9,770 12.8	12.5*	13.5*		12.8*		12.3*		10,300 13.5	13.1*	13.9*	
SHARE OF AUDIENCE %	23	22 *		24 *	19	20 *	20 *		19 *		18 *		23	21 *	25 *	
VG. AUD. BY ¼ HR. %	10.2	12.2	13.5	14.1	12.3	12.6	13.1	14.0	12.9	12.6	12.4	12.1	13.4	12.9	13.6	14.1
<b>HOUSEHOLDS USING TV WK. 1</b>	59.3	63.8	64.9	65.9	65.6	66.5	67.3	67.8	67.8	67.6	66.3	64.6	59.7	57.7	57.0	56.0
<b>HOUSEHOLDS USING TV WK. 2</b>	49.6	52.8	55.4	57.6	60.4	63.0	65.1	66.9	68.0	68.5	68.9	67.7	62.5	61.8	58.0	53.1

V Households: 76,300,000

For explanation of symbols, See page A.

EVE.SUN. APR.20, 1980

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

SUN. 11:00 11:15 11:30 11:45 12:00 12:15 12:30 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30																					
AL AUDIENCE holds (000) & %		{ 5,420 7.1 (1) (-OP) ABC WEEKEND REPORT-SUN (11:28-11:43PM)							{ 8,390 11.0 ABC NEWS: NIGHTLINE M-TH (M-TH)>(-OP)												
BC TV																					
ERAGE AUDIENCE holds (000) & %		{ 5,110 6.7 19							{ 7,170 9.4 29												
ARE OF AUDIENCE %		18.9 6.7 6.7							9.8 8.6												
G. AUD. BY 1/4 HR.																					
AL AUDIENCE holds (000) & %		{ 7,320 9.6 CBS SUNDAY NEWS- BRADLEY							{ (OP)												
BS TV																					
ERAGE AUDIENCE holds (000) & %		{ 7,020 9.2																			
ARE OF AUDIENCE %		18 9.2																			
G. AUD. BY 1/4 HR.																					
AL AUDIENCE holds (000) & %		{ 1,680 2.2 BIG EVENT COMING HOME (9:00-11:34PM)(R)							{ 9,000 11.8 NBC LATE NIGHT MOVIE (12:06-1:50AM)(-OP)							{ 2,520 3.3 TONIGHT SHOW >(S)(OP)(-OP)				{ TOMORROW SHOW (M-TH)>(OP)(-OP)	
BC TV																					
ERAGE AUDIENCE holds (000) & %		{ 14.7* 29 *							{ 920 1.2 1.0* 8 5 *							{ 5,190 6.8 8.7* 26 26 *				{ 1,830 2.4 2.6* 19 18 *	
ARE OF AUDIENCE %		14.6 14.8 13.3							1.2 .9 1.0							8.9 7.8 7.3 6.3 5.1 3.8 2.9 2.5 2.1					
G. AUD. BY 1/4 HR.																					
AL AUDIENCE holds (000) & %		{ 5,110 6.7 ABC WEEKEND REPORT- SUN							{ 6,100 8.0 ABC NEWS: NIGHTLINE M-TH (M-TH)>(OP)(-OP)												
BC TV																					
ERAGE AUDIENCE holds (000) & %		{ 5,040 6.6							{ 5,570 7.3												
ARE OF AUDIENCE %		15 6.6							26 8.1												
G. AUD. BY 1/4 HR.																					
AL AUDIENCE holds (000) & %		{ 6,260 8.2 CBS SUNDAY NEWS- BRADLEY							{ 7,320 9.6 LATE MOVIE I (M-TH)>(S)(OP)(-OP)							{ 3,740 4.9 LATE MOVIE II (M-TH)>(S)(OP)					
BS TV																					
ERAGE AUDIENCE holds (000) & %		{ 6,100 8.0							{ 4,960 6.5 7.1* 24 22 *							{ 3,130 4.1 3.9* 27 28 *					
ARE OF AUDIENCE %		18 8.0							7.5 6.9 6.5 6.2 4.3 4.3 4.1 3.6												
G. AUD. BY 1/4 HR.																					
AL AUDIENCE holds (000) & %		{ 3,050 4.0 NBC LATE NIGHT MOVIE (11:30-12:46AM)(-OP)							{ 7,780 10.2 TONIGHT SHOW							{ 2,590 3.4 TOMORROW SHOW (M-TH)>(OP)(-OP)					
BC TV																					
ERAGE AUDIENCE holds (000) & %		{ 1,600 2.1 2.7* 10 10 *							{ 4,350 5.7 6.7* 21 20 *							{ 1,910 2.5 2.7* 20 20 *					
ARE OF AUDIENCE %		3.1 2.3 2.0 1.7 1.7							7.2 6.2 5.6 5.1 4.6 4.4 2.8 2.5 2.3												
G. AUD. BY 1/4 HR.																					
HOLDS USING TV Def. 1)		WK. 1	53.0	48.3	36.4	29.9	23.3	19.5	16.6	35.1	31.1	26.7	23.9	21.3	19.3	16.5	14.2	12.6			
		WK. 2	44.6	38.1	29.7	24.8	20.9	18.4	17.1	35.0	31.1	27.2	23.5	20.6	18.0	15.5	13.5	12.0			

TV Households: 76,300,000  
BC SUNDAY NIGHT MOVIE, PATTON, ABC, (8:00-11:28PM)(R)

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.7-11, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE Households (000) & %	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) 4,880 6.4 GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) 6,180 8.1															
AVERAGE AUDIENCE Households (000) & %	3,970 5.2 5,260 6.9															
SHARE OF AUDIENCE %	28 33															
PER G. AUD. BY 1/4 HR. %	5.0 5.4 6.8 7.0															
BS TV																
TOTAL AUDIENCE Households (000) & %	MORNING MON-FRI (CO-OP) (PARTICIPATING) 3,510 4.6 CAPTAIN KANGAROO 3,660 4.8 JEFFERSONS M-F 4,430 5.8 CELEBRITY WHEW (10:30-10:54AM) (CO-OP) 3,360 4.4															
AVERAGE AUDIENCE Households (000) & %	2,290 3.0 2,370 3.1 2.8* 3.3* 3,740 4.9 2,980 3.9															
SHARE OF AUDIENCE %	16 15 14 16 23 18															
PER G. AUD. BY 1/4 HR. %	3.1 3.0 2.8 2.6 3.1 3.4 3.3 4.6 5.2 3.8 4.0															
BC TV																
TOTAL AUDIENCE Households (000) & %	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) 4,650 6.1 TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) 4,810 6.3 CARD SHARKS 3,820 5.0 HOLLYWOOD SQUARES (SUS)(CO-OP) 4,040 5.3															
AVERAGE AUDIENCE Households (000) & %	3,740 4.9 3,970 5.2 3,360 4.4 3,430 4.5															
SHARE OF AUDIENCE %	26 25 21 21															
PER G. AUD. BY 1/4 HR. %	4.9 4.9 5.2 5.2 4.2 4.5 4.6 4.3															
BC TV																
TOTAL AUDIENCE Households (000) & %	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) 4,960 6.5 GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) 5,260 6.9															
AVERAGE AUDIENCE Households (000) & %	3,890 5.1 4,500 5.9															
SHARE OF AUDIENCE %	28 32															
PER G. AUD. BY 1/4 HR. %	5.1 5.2 5.8 6.1															
BS TV																
TOTAL AUDIENCE Households (000) & %	MORNING MON-FRI (CO-OP) (PARTICIPATING) 3,200 4.2 CAPTAIN KANGAROO 3,660 4.8 JEFFERSONS M-F 3,660 4.8 CELEBRITY WHEW (10:30-10:54AM) (CO-OP) 2,980 3.9															
AVERAGE AUDIENCE Households (000) & %	2,140 2.8 2,210 2.9 2.8* 3.1* 3,200 4.2 2,670 3.5															
SHARE OF AUDIENCE %	16 15 15 17 22 19															
PER G. AUD. BY 1/4 HR. %	2.9 2.8 2.7 2.6 3.0 3.0 3.1 4.0 4.4 3.4 3.5															
BC TV																
TOTAL AUDIENCE Households (000) & %	TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING) 4,270 5.6 TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING) 4,730 6.2 CARD SHARKS 3,200 4.2 HOLLYWOOD SQUARES (SUS)(CO-OP) 3,360 4.4															
AVERAGE AUDIENCE Households (000) & %	3,430 4.5 3,890 5.1 2,670 3.5 2,900 3.8															
SHARE OF AUDIENCE %	25 27 19 20															
PER G. AUD. BY 1/4 HR. %	4.3 4.6 5.1 5.0 3.4 3.6 3.7 3.8															
OLDS USING TV WK. 1 9.6 12.8 15.2 16.4 18.1 19.6 20.4 20.7 20.6 20.9 21.4 21.5 20.9 21.4 21.2 21.0																
Def. 1) WK. 2	10.3 12.7 14.5 15.7 17.3 18.6 18.4 19.0 19.2 19.5 19.4 19.1 18.5 19.1 19.1 19.4															

V Households: 76,300,000

For explanation of symbols, See page A.

DAY MON.-FRI. APR.14-18, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.7-11, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
<b>3C TV</b>																
TOTAL AUDIENCE (thousands) & %	5,190 6.8		6,030 7.9		4,730 6.2		6,560 8.6		9,380 12.3				9,160 12.0			
PROGRAMS	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
PERCENTAGE AUDIENCE (thousands) & %	4,430 5.8		5,110 6.7		3,970 5.2		5,570 7.3		7,480 9.8	9.5*		10.2*	7,170 9.4	9.5*		9.4*
PERCENTAGE OF AUDIENCE (thousands) & %	28 5.7	5.8	29 6.5	7.0	20 5.1	5.4	27 7.1	7.6	34 9.3	33* 9.7	10.0	36* 10.3	33 9.5	34* 9.4	33* 9.5	33* 9.4
PERCENTAGE OF AUDIENCE BY 1/4 HR.																
<b>BS TV</b>																
TOTAL AUDIENCE (thousands) & %	5,490 7.2		6,180 8.1				5,490 7.2		7,860 10.3				7,320 9.6			
PROGRAMS	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
PERCENTAGE AUDIENCE (thousands) & %	4,730 6.2		5,420 7.1				4,730 6.2		6,030 7.9	7.7*		8.1*	5,800 7.6	7.4*		7.8*
PERCENTAGE OF AUDIENCE (thousands) & %	30 6.1	6.4	31 6.7	7.5			23 6.1	6.3	28 7.5	28* 7.9	8.0	29* 8.1	27 7.2	26* 7.5	27 7.6	27* 7.9
PERCENTAGE OF AUDIENCE BY 1/4 HR.																
<b>BC TV</b>																
TOTAL AUDIENCE (thousands) & %	4,200 5.5		4,500 5.9		3,590 4.7		5,040 6.6		6,790 8.9				4,650 6.1		7,170 9.4	
PROGRAMS	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		CHAIN REACTION		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES				DOCTORS		ANOTHER WORLD	
PERCENTAGE AUDIENCE (thousands) & %	3,660 4.8		4,040 5.3		3,050 4.0		4,270 5.6		5,040 6.6	6.6*		6.7*	4,120 5.4		4,960 6.5	6.0*
PERCENTAGE OF AUDIENCE (thousands) & %	23 5.2		23 5.7		15 5.1		20 5.7		23 6.4	23* 6.6		24* 6.7	19 5.4		21 6.5	21* 6.0
PERCENTAGE OF AUDIENCE BY 1/4 HR.																
<b>BC TV</b>																
TOTAL AUDIENCE (thousands) & %	3,360 4.4		4,270 5.6		3,200 4.2		4,960 6.5		6,710 8.8	8.5*		9.0*	6,330 8.3	8.3*		8.3*
PROGRAMS	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE (SUS)(OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS)(OP)			
PERCENTAGE AUDIENCE (thousands) & %	24 4.4		27 5.6		18 4.2		27 6.5		34 8.8	33* 8.5		35* 9.0	31 8.3	32* 8.3	31* 8.3	31* 8.3
PERCENTAGE OF AUDIENCE (thousands) & %	4.3 4.3	4.5	5.4 5.4	5.8	4.1 4.1	4.4	6.2 6.2	6.9	8.3 8.3	8.7 8.7	9.0	9.0	8.4 8.4	8.3 8.3	8.3 8.3	8.3 8.3
PERCENTAGE OF AUDIENCE BY 1/4 HR.																
<b>BS TV</b>																
TOTAL AUDIENCE (thousands) & %	4,810 6.3		5,340 7.0				5,950 7.8		7,630 10.0				7,250 9.5			
PROGRAMS	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
PERCENTAGE AUDIENCE (thousands) & %	4,350 5.7		4,730 6.2				4,960 6.5		5,880 7.7	7.4*		8.0*	5,880 7.7	7.7*		7.6*
PERCENTAGE OF AUDIENCE (thousands) & %	30 5.4	5.9	30 6.0	6.3			27 6.5	6.6	31 7.2	31* 7.6	7.9	31* 8.2	29 7.6	29* 7.9	28* 7.7	28* 7.6
PERCENTAGE OF AUDIENCE BY 1/4 HR.																
<b>BC TV</b>																
TOTAL AUDIENCE (thousands) & %	4,040 5.3		4,650 6.1		3,130 4.1		4,200 5.5		5,950 7.8				4,500 5.9		7,100 9.3	
PROGRAMS	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		CHAIN REACTION		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES				DOCTORS		ANOTHER WORLD	
PERCENTAGE AUDIENCE (thousands) & %	3,510 4.6		3,970 5.2		2,670 3.5		3,510 4.6		4,430 5.8	5.4*		6.2*	3,970 5.2		4,880 6.4	5.9*
PERCENTAGE OF AUDIENCE (thousands) & %	25 4.5	4.7	25 5.1	5.4	15 3.3	3.6	19 4.4	4.7	22 5.2	21* 5.6	6.2	24* 6.3	20 5.2	23 5.3	23 5.7	22* 6.1
PERCENTAGE OF AUDIENCE BY 1/4 HR.																
<b>OLDS USING TV</b>																
Def. 1)	WK. 1	21.0	21.8	22.3	24.1	26.1	27.4	27.5	28.4	28.4	28.7	28.3	28.5	27.9	28.4	28.3
	WK. 2	19.0	19.6	20.6	21.9	23.4	24.8	24.7	25.1	25.3	26.1	25.8	26.1	25.7	26.2	26.2
V Households: 76,300,000																

For explanation of symbols, See page A.

DAY MON.-FRI. APR.14-18, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. APR.7-11, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
<b>ABC TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 9,230 12.1				4,200 5.5										10,990 14.4	
PROGRAM	GENERAL HOSPITAL >(SUS)(OP)				EDGE OF NIGHT (MTWTF)(SUS)(OP)								ABC WORLD NEWS TONIGHT			
AVERAGE AUDIENCE Households (000) & %	{ 7,400 9.7	9.6*		9.9*	3,660 4.8								9,770 12.8			
SHARE OF AUDIENCE %	{ 31	32 *		31 *	16								24			
PERG. AUD. BY ¼ HR.	{ 9.3	9.7	9.9	9.8	4.9	4.7							12.5	13.1		
<b>BBC TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 7,550 9.9														12,510 16.4	
PROGRAM	GUIDING LIGHT >(SUS)(OP)				(S)(OP)								CBS EVENING NEWS- CRONKITE			
AVERAGE AUDIENCE Households (000) & %	{ 6,180 8.1	8.1*		8.1*									11,060 14.5			
SHARE OF AUDIENCE %	{ 26	27 *		25 *									27			
PERG. AUD. BY ¼ HR.	{ 8.1	8.3	8.2	7.9									14.3	14.7		
<b>ABC TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 9,888 11.8				4,350 5.7										10,150 13.3	
PROGRAM	GENERAL HOSPITAL (SUS)(OP)				EDGE OF NIGHT (MTWTF)(SUS)(OP)				(S)(OP)				ABC WORLD NEWS TONIGHT			
AVERAGE AUDIENCE Households (000) & %	{ 6,940 9.1	9.0*		9.2*	3,740 4.9								9,000 11.8			
SHARE OF AUDIENCE %	{ 31	32 *		31 *	16								23			
PERG. AUD. BY ¼ HR.	{ 8.8	9.2	9.4	9.1	5.0	4.9							11.5	12.0		
<b>BBC TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 7,400 9.7				2,820 3.7										11,520 15.1	
PROGRAM	GUIDING LIGHT				ONE DAY AT A TIME-M-F (MTWTF)(SUS)(OP)								CBS EVENING NEWS- CRONKITE			
AVERAGE AUDIENCE Households (000) & %	{ 6,030 7.9	7.8*		8.0*	2,370 3.1								10,070 13.2			
SHARE OF AUDIENCE %	{ 27	28 *		27 *	10								26			
PERG. AUD. BY ¼ HR.	{ 7.8	7.8	7.9	8.1	3.0	3.2							13.1	13.3		
<b>ABC TV</b>																
TOTAL AUDIENCE Households (000) & %	{ 10,760 14.1														9,610 12.6	
PROGRAM	ANOTHER WORLD				(SUS)(OP)								NBC NIGHTLY NEWS			
AVERAGE AUDIENCE Households (000) & %	{ 6.3	6.5*		6.7*									12.3	13.0		
SHARE OF AUDIENCE %	{ 23 *	22 *		22 *									25			
PERG. AUD. BY ¼ HR.	{ 6.3	6.7	6.7	6.7									12.3	13.0		
<b>HOLDS USING TV</b>	WK. 1	29.6	30.9	31.7	32.6	30.6	32.0	33.6	35.3	36.4	38.2	40.2	43.2	47.2	49.4	51.7
<b>TV Households: 76,300,000</b>	WK. 2	27.3	28.9	29.7	30.5	29.6	30.8	31.3	32.7	34.1	35.9	37.9	40.6	44.5	47.5	51.0

For explanation of symbols, See page A.

DAY MON.-FRI. APR.14-18, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. APR.12, 1980

TIME

7:00

7:15

7:30

7:45

8:00

8:15

8:30

8:45

9:00

9:15

9:30

9:45

10:00

10:15

10:30

10:45

ABC TV	TOTAL AUDIENCE Households (000) & %					3,820 5.0		6,100 8.0		5,650 7.4		5,420 7.1		4,810 6.3		5,650 7.4
	AVERAGE AUDIENCE Households (000) & %					3,200 4.2		4,960 6.5		4,960 6.5		4,500 5.9		4,120 5.4		4,730 6.2
	SHARE OF AUDIENCE %					30		37		30		24		21		25
	PERG. AUD. BY ¼ HR.					3.8	4.6	6.3	6.7	6.4	6.6	6.1	5.7	5.6	5.2	5.8
BS TV	TOTAL AUDIENCE Households (000) & %					4,040 5.3		4,880 6.4		6,710 8.8		8,470 11.1		8,700 11.4		7,710 10.1
	AVERAGE AUDIENCE Households (000) & %					3,130 4.1		4,200 5.5		5,420 7.1		7,170 9.4		7,320 9.6		6,410 8.4
	SHARE OF AUDIENCE %					27		29		31		38		38		34
	PERG. AUD. BY ¼ HR.					3.7	4.5	5.4	5.7	6.5	7.7	8.9	9.9	9.3	9.9	8.7
BC TV	TOTAL AUDIENCE Households (000) & %					2,820 3.7		2,520 3.3		5,260 6.9		5,950 7.8		6,870 9.0		6,410 8.4
	AVERAGE AUDIENCE Households (000) & %					2,210 2.9		2,060 2.7		4,270 5.6		5,110 6.7		5,880 7.7		5,190 6.8
	SHARE OF AUDIENCE %					21		16		26		27		30		27
	PERG. AUD. BY ¼ HR.					5.6		8.6		7.7		6.7		6.3		6.4
BC TV	TOTAL AUDIENCE Households (000) & %					3,660 4.8		5,490 7.2		4,810 6.3		4,430 5.8		3,970 5.2		4,270 5.6
	AVERAGE AUDIENCE Households (000) & %					33		39		29		26		24		28
	SHARE OF AUDIENCE %					4.3	5.4	7.0	7.3	6.4	6.2	5.9	5.7	5.2	5.2	5.4
	PERG. AUD. BY ¼ HR.															5.8
BS TV	TOTAL AUDIENCE Households (000) & %					3,510 4.6		4,580 6.0		6,260 8.2		6,940 9.1		7,020 9.2		4,960 6.5
	AVERAGE AUDIENCE Households (000) & %					2,750 3.6		3,660 4.8		5,190 6.8		5,800 7.6		5,720 7.5		4,350 5.7
	SHARE OF AUDIENCE %					24		25		31		33		34		28
	PERG. AUD. BY ¼ HR.					3.3	3.9	4.4	5.1	6.3	7.3	7.2	8.0	7.6	7.4	6.1
IBC TV	TOTAL AUDIENCE Households (000) & %					3,510 4.6		3,360 4.4		5,040 6.6		5,720 7.5		5,110 6.7		4,580 6.0
	AVERAGE AUDIENCE Households (000) & %					2,820 3.7		2,900 3.8		4,350 5.7		4,880 6.4		4,430 5.8		3,970 5.2
	SHARE OF AUDIENCE %					26		20		26		29		27		26
	PERG. AUD. BY ¼ HR.					3.3	4.2	3.6	4.0	5.4	6.0	6.6	6.1	5.9	5.7	5.1
HOLDS USING TV		WK. 1	5.7	7.4	9.1	11.7	13.8	16.3	18.3	19.7	21.8	23.9	24.5	25.4	25.3	25.5
ee Def. 1)		WK. 2	6.0	8.0	9.8	11.7	14.0	16.5	18.1	19.6	21.3	22.9	22.9	23.0	22.3	22.0



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. APR. 12, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
<b>ABC TV</b>																
TOTAL AUDIENCE Households (000) & %	5,880 7.7		4,730 6.2		5,110 6.7		6,870 9.0									
PROGRAM	SCOOBY AND SCRAPPY DOO-2 (OP)		CAPT. CAVEMAN- TEEN ANGELS (OP)		ABC WEEKEND SPECIALS THE WINGED COLT, PART II		← AMERICAN BANDSTAND '80 →									
AVERAGE AUDIENCE Households (000) & %	4,810 6.3		3,820 5.0		4,350 5.7		4,270 5.6	5.5*			5.8*					
SHARE OF AUDIENCE %	26		21		22		21	21*			22*					
VG. AUD. BY ¼ HR.	6.3	6.2	4.9	5.1	5.5	5.9	5.5	5.5		6.0	5.5					
<b>CBS TV</b>																
TOTAL AUDIENCE Households (000) & %	6,710 8.8		6,180 8.1		4,430 5.8		5,190 6.8		6,260 8.2		4,650 6.1					
PROGRAM	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		SHAZAM (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES					
AVERAGE AUDIENCE Households (000) & %	5,420 7.1		4,810 6.3		3,740 4.9		4,580 6.0		5,260 6.9		3,660 4.8					
SHARE OF AUDIENCE %	30		26		19		22		25		19					
VG. AUD. BY ¼ HR.	7.5	6.7	6.1	6.5	4.7	5.0	6.0	6.0	7.0	6.7	5.0	4.5				
<b>NBC TV</b>																
TOTAL AUDIENCE Households (000) & %	5,110 6.7		5,720 7.5		4,500 5.9		4,500 5.9									
PROGRAM	JETSONS (OP)		JONNY QUEST (OP)		GODZILLA		FLASH GORDON									
AVERAGE AUDIENCE Households (000) & %	4,350 5.7		4,650 6.1		4,040 5.3		3,820 5.0									
SHARE OF AUDIENCE %	24		25		21		19									
VG. AUD. BY ¼ HR.	5.6	5.9	6.0	6.1	5.1	5.4	5.0	5.0								
<b>ABC TV</b>																
TOTAL AUDIENCE Households (000) & %	5,110 6.7		4,500 5.9		3,360 4.4		5,340 7.0									
PROGRAM	SCOOBY AND SCRAPPY DOO-2 (OP)		CAPT. CAVEMAN- TEEN ANGELS (OP)		ABC WEEKEND SPECIALS THE WINGED COLT, PART III		← AMERICAN BANDSTAND '80 →									
AVERAGE AUDIENCE Households (000) & %	4,430 5.8		3,360 4.4		2,820 3.7		3,200 4.2	4.0*			4.3*					
SHARE OF AUDIENCE %	30		23		20		21	21*			21*					
VG. AUD. BY ¼ HR.	5.9	5.7	4.7	4.1	3.3	4.1	3.9	4.2		4.4	4.2					
<b>CBS TV</b>																
TOTAL AUDIENCE Households (000) & %	4,200 5.5		4,200 5.5		3,050 4.0		3,050 4.0		4,650 6.1		3,890 5.1					
PROGRAM	ALL NEW POPEYE HOUR 2 (OP)		NEW FAT ALBERT SHOW (OP)		SHAZAM (OP)		TARZAN AND SUPER SEVEN 1 (OP)		TARZAN AND SUPER SEVEN 2 (OP)		30 MINUTES					
AVERAGE AUDIENCE Households (000) & %	3,510 4.6		3,280 4.3		2,520 3.3		2,820 3.7		3,890 5.1		3,050 4.0					
SHARE OF AUDIENCE %	24		23		17		19		25		19					
VG. AUD. BY ¼ HR.	4.9	4.2	4.3	4.4	3.4	3.1	3.6	3.7	5.0	5.2	4.3	3.6				
<b>NBC TV</b>																
TOTAL AUDIENCE Households (000) & %	3,130 4.1		3,050 4.0		3,130 4.1		2,900 3.8		2,370 3.1	8,770 11.5						
PROGRAM	JETSONS (OP)		JONNY QUEST (OP)		GODZILLA		FLASH GORDON		NBC MAJOR LEAGUE PRE GAME	← NBC MAJOR LEAGUE BASEBALL ST. LOUIS VS PITTSBURGH TEXAS RANGERS VS BOSTON (1:15-4:31PM) →						
AVERAGE AUDIENCE Households (000) & %	2,820 3.7		2,520 3.3		2,590 3.4		2,140 2.8		2,210 2.9	4,120 5.4		4.6*		5.1*		5.4*
SHARE OF AUDIENCE %	19		17		18		13		14	25		22*		25*		25*
VG. AUD. BY ¼ HR.	3.8	3.7	3.2	3.4	3.3	3.6	2.6	2.9	2.9	3.7	4.4	4.8	5.1	5.0	5.2	5.7
<b>OLDS USING TV</b>																
WK. 1	23.8	23.5	23.5	25.0	25.4	25.9	25.8	26.2	26.5	26.6	25.8	25.5	25.4	26.1	26.7	27.0
WK. 2	19.1	18.8	18.7	19.0	18.7	19.5	19.1	20.0	20.3	21.0	20.5	20.6	20.7	20.4	21.5	22.1

/ Households: 76,300,000

For explanation of symbols, See page A.

DAY SAT. APR. 19, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. APR. 12, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
<b>ABC TV</b>																
ALL AUDIENCE Estimates (000) & %			9,690 12.7						15,280 20.0							
PROGRAM			PRO BOWLERS TOUR (9:30-10:02PM) (-OP)						ABC WIDE WORLD-SPORTS SAT (5:02-8:30PM)							
AGE AUDIENCE Estimates (000) & %			5,190 6.8						9,230 12.1							
PERCENT OF AUDIENCE			21						29							
AUD. BY 1/4 HR.			5.2	5.0	6.3	7.2	7.9	8.8	10.1	11.1	12.3	12.9	13.4	12.4		
<b>CBS TV</b>																
ALL AUDIENCE Estimates (000) & %					9,230 12.1										9,080 11.9	
PROGRAM					MASTERS GOLF TOURN.-SAT										CBS SAT. NEWS- SCHIEFFER	
AGE AUDIENCE Estimates (000) & %					4,200 5.5	4.9*			5.0*		5.6*		6.4*		7,860 10.3	
PERCENT OF AUDIENCE					16	16 *			15 *		16 *		17 *		21	
AUD. BY 1/4 HR.					4.8	5.0	5.0	5.1	5.6	5.7	6.0	6.7		9.8	10.9	
<b>NBC TV</b>																
ALL AUDIENCE Estimates (000) & %					4,200 5.5	26,400 34.6										
PROGRAM					(1) (-OP)	NBC MAJOR LEAGUE BASEBALL LOS ANGELES VS HOUSTON (4:20-10:05PM)										
AGE AUDIENCE Estimates (000) & %					3,740 4.9	8,240 10.8										
PERCENT OF AUDIENCE					16	23										
AUD. BY 1/4 HR.					4.9	5.1	6.4	7.5	8.7	8.6	8.6	8.6	9.4	9.2	9.9	10.3
<b>ABC TV</b>																
ALL AUDIENCE Estimates (000) & %			6,260 8.2						11,450 15.0							
PROGRAM			PRO BOWLERS TOUR						ABC WIDE WORLD-SPORTS SAT							
AGE AUDIENCE Estimates (000) & %			3,590 4.7	4.0*					5,880 7.7	6.9*			7.6*		8.6*	
PERCENT OF AUDIENCE			18	16 *					23	23 *			23 *		24 *	
AUD. BY 1/4 HR.			3.6	4.3	4.6	4.9	5.3	5.3	6.7	7.1	7.1	8.0	8.7	8.5		
<b>CBS TV</b>																
ALL AUDIENCE Estimates (000) & %			4,120 5.4					8,470 11.1							7,780 10.2	
PROGRAM			AFTERNOON PLAYHOUSE-SAT LOST IN DEATH VALLEY					CBS SPORTS SPECTACULAR							CBS SAT. NEWS- SCHIEFFER	
AGE AUDIENCE Estimates (000) & %			2,750 3.6	3.1*				4,650 6.1	4.6*		6.2*		7.6*		7,020 9.2	
PERCENT OF AUDIENCE			14	12 *				21	17 *		22 *		24 *		24	
AUD. BY 1/4 HR.			2.8	3.4	3.9	4.2	4.3	4.9	5.7	6.7	7.6	7.6		9.0	9.4	
<b>NBC TV</b>																
ALL AUDIENCE Estimates (000) & %					6,260 8.2										5,720 7.5	
PROGRAM			NBC MAJOR LEAGUE BASEBALL ST. LOUIS VS PITTSBURGH TEXAS RANGERS VS BOSTON (1:15-4:31PM) ~					TOURN. OF CHAMPIONS-SAT.							NBC NIGHTLY NEWS- SAT.	
AGE AUDIENCE Estimates (000) & %						2,820 3.7					3.3*		3.4*		5,110 6.7	
PERCENT OF AUDIENCE						13					12 *		11 *		17	
AUD. BY 1/4 HR.			5.8	6.3	6.9	6.5	4.2	3.8	4.3	3.8	3.5	3.1	3.1	3.7	6.5	7.0
<b>WOLDS USING TV</b>																
WK. 1	27.8	28.8	29.4	30.5	31.1	33.3	35.4	36.9	37.9	39.1	40.8	42.2	44.9	46.5	47.7	49.6
WK. 2	22.1	23.1	24.4	25.6	26.3	26.9	27.9	28.5	29.9	31.0	32.2	33.5	34.5	36.7	38.6	40.4

V Households: 76,300,000

BC MAJOR LEAGUE PRE GAME, NBC, (4:00-4:20PM)

For explanation of symbols, See page A.

DAY SAT. APR. 19, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. APR.13, 1980

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
<b>ABC TV</b> TOTAL AUDIENCE (thousands & %) { RANGE AUDIENCE (thousands & %) { PERCENT OF AUDIENCE % AUD. BY 1/4 HR. %																2,440 3.2 KIDS ARE PEOPLE TOO I (SUS) 1,910 2.5 13 2.5 2.4
<b>BS TV</b> TOTAL AUDIENCE (thousands & %) { RANGE AUDIENCE (thousands & %) { PERCENT OF AUDIENCE % AUD. BY 1/4 HR. %					990 1.3 SKATEBIRDS (OP)		920 1.2 JASON OF STAR COMMAND (OP)		4,430 5.8 SUNDAY MORNING							FOR OUR TIMES (SUS)
RANGE AUDIENCE (thousands & %) { PERCENT OF AUDIENCE % AUD. BY 1/4 HR. %					690 .9 9 .8	1.1	760 1.0 7 .8	1.1	2,520 3.3 17 2.9	3.0* 17* 3.0	3.6 18* 3.6	3.5* 17* 3.5				
<b>BC TV</b> TOTAL AUDIENCE (thousands & %) { RANGE AUDIENCE (thousands & %) { PERCENT OF AUDIENCE % AUD. BY 1/4 HR. %																
<b>BC TV</b> TOTAL AUDIENCE (thousands & %) { RANGE AUDIENCE (thousands & %) { PERCENT OF AUDIENCE % AUD. BY 1/4 HR. %																2,980 3.9 KIDS ARE PEOPLE TOO I (SUS) 2,440 3.2 17 3.0 3.3
<b>BS TV</b> TOTAL AUDIENCE (thousands & %) { RANGE AUDIENCE (thousands & %) { PERCENT OF AUDIENCE % AUD. BY 1/4 HR. %					1,070 1.4 SKATEBIRDS (OP)		1,300 1.7 JASON OF STAR COMMAND (OP)		4,040 5.3 SUNDAY MORNING							FOR OUR TIMES (SUS)
RANGE AUDIENCE (thousands & %) { PERCENT OF AUDIENCE % AUD. BY 1/4 HR. %					760 1.0 10 .9	1.2	1,140 1.5 12 1.4	1.5	2,370 3.1 18 3.2	3.3* 20* 3.5	3.1* 18* 3.2	3.0* 16* 3.0	2.9			
<b>BC TV</b> TOTAL AUDIENCE (thousands & %) { RANGE AUDIENCE (thousands & %) { PERCENT OF AUDIENCE % AUD. BY 1/4 HR. %																
<b>OLDS USING TV</b> WK. 1 Def. 1) WK. 2	4.5	5.0	5.8	7.7	10.2	12.6	15.2	17.3	18.6	19.3	19.8	20.1	20.6	21.0	19.6	18.9
	4.3	5.2	6.5	8.0	10.3	11.5	12.7	14.0	15.9	17.8	18.3	19.3	19.5	19.7	18.6	18.2

Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. APR.20, 1980



# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. APR.13, 1980

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE Households (000) & %	{ 2,290 3.0		{ 2,210 2.9		{ 3,130 4.1		{ 4,580 6.0									
BC TV	KIDS ARE PEOPLE TOO III (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUB)		AMERICAN SPORTSMAN							
PRIME AUDIENCE Households (000) & %	{ 1,750 2.3		{ 1,910 2.5		{ 2,440 3.2		{ 2,980 3.9		{ 3.7* 12 *		{ 4.1* 13 *					
PERCENT OF AUDIENCE	13		12		14		13		12 *		13 *					
PERCENT OF AUD. BY 1/4 HR.	2.3		2.3		2.5		2.6		3.1		3.4		3.6		3.8	
TOTAL AUDIENCE Households (000) & %	{ 4,200 5.5		{ 11,290 14.8													
BS TV	FACE THE NATION								NBA PLAYOFF GAME-SUN BOSTON VS HOUSTON							
PRIME AUDIENCE Households (000) & %	{ 3,360 4.4		{ 5,260 6.9		{ 6.2* 23 *		{ 7.5* 26 *		{ 6.7* 23 *		{ 7.1* 24 *					
PERCENT OF AUDIENCE	21		24		23 *		26 *		23 *		24 *					
PERCENT OF AUD. BY 1/4 HR.	4.3		4.5		5.4		6.9		7.9		7.2		6.7		6.8	
TOTAL AUDIENCE Households (000) & %	{ 5,110 6.7		{ 4,120 5.4		{ 22 5.2		{ 5.6									
BC TV					MEET THE PRESS				RELIGIOUS SERIES (SUB)							
PRIME AUDIENCE Households (000) & %	{ 2,820 3.7		{ 2,210 2.9		{ 3,280 4.3		{ 3,660 4.8									
BC TV	KIDS ARE PEOPLE TOO III (OP)		ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUB)		AMERICAN SPORTSMAN							
PRIME AUDIENCE Households (000) & %	{ 2,290 3.0		{ 1,830 2.4		{ 2,590 3.4		{ 1,910 2.5		{ 2.4* 9 *		{ 2.6* 10 *					
PERCENT OF AUDIENCE	17		13		18		10		9 *		10 *					
PERCENT OF AUD. BY 1/4 HR.	3.2		2.7		2.3		2.5		3.5		3.3		2.4		2.5	
TOTAL AUDIENCE Households (000) & %	{ 3,130 4.1		{ 10,830 14.2													
BS TV	FACE THE NATION								NBA PLAYOFF GAME-SUN PHILADELPHIA VS BOSTON							
PRIME AUDIENCE Households (000) & %	{ 2,520 3.3		{ 5,040 6.6		{ 6.0* 27 *		{ 6.9* 29 *		{ 6.0* 24 *		{ 7.3* 28 *					
PERCENT OF AUDIENCE	18		27		27 *		29 *		24 *		28 *					
PERCENT OF AUD. BY 1/4 HR.	3.2		3.5		5.6		6.4		6.9		6.9		5.7		6.3	
TOTAL AUDIENCE Households (000) & %	{ 4,040 5.3		{ 5,650 7.4													
BC TV					MEET THE PRESS				SPORTSWORLD							
PRIME AUDIENCE Households (000) & %	{ 3,430 4.5		{ 2,820 3.7		{ 4.5 24		{ 3.8* 14 *		{ 3.9 3.8							
PERCENT OF AUDIENCE	24		14		4.5		3.8		3.9							
PERCENT OF AUD. BY 1/4 HR.	4.6		4.5													
OLDS USING TV WK. 1	17.9	18.8	19.9	20.9	22.1	23.7	24.1	25.5	27.3	28.9	30.2	30.4	29.6	30.5	30.5	31.5
Def. 1) WK. 2	17.7	17.8	18.5	19.0	18.8	18.7	19.7	20.1	21.9	23.6	24.1	24.9	25.5	26.7	27.6	28.0

V Households: 76,300,000

For explanation of symbols, See page A.

DAY SUN. APR.20, 1980

# NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. APR.13, 1980

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
<b>ABC TV</b>	<b>INT'L CHAMPIONSHIP BOXING</b> (3:00-4:30) <b>ABC WIDE WORLD-SPORTS SUN</b> (4:30-6:00)															
TOTAL AUDIENCE (000) & %	10,530 13.8						12,060 15.8								8,090 10.6	
AVERAGE AUDIENCE (000) & %	6,710 8.8						6,790 8.9								7,020 9.2	
SHARE OF AUDIENCE %	25	7.9*					25*								19	
VG. AUD. BY ¼ HR. %	7.0	8.7	9.0	9.1	9.2	9.5	7.7	8.9	9.5	8.7	8.8	9.7			8.9	9.6
<b>CBS TV</b>	<b>MASTERS GOLF TOURN.-SUN</b> (3:00-6:00)															
TOTAL AUDIENCE (000) & %		10,380 13.6													8,470 11.1	
AVERAGE AUDIENCE (000) & %		5,110 6.7													7,480 9.8	
SHARE OF AUDIENCE %		18	5.1*												19	
VG. AUD. BY ¼ HR. %	6.7	5.1	5.1		6.0	6.6	7.2	7.5	7.5	7.7	7.4	7.0			9.4	10.2
<b>NBC TV</b>	<b>SPORTSWORLD</b> (3:00-6:00)															
TOTAL AUDIENCE (000) & %					11,450 15.0										9,000 11.8	
AVERAGE AUDIENCE (000) & %					5,340 7.0										7,780 10.2	
SHARE OF AUDIENCE %					18	4.7*									20	
VG. AUD. BY ¼ HR. %					4.7	4.7	5.9	6.9	7.6	8.6	9.4	8.1			9.4	10.9
<b>ABC TV</b>	<b>INT'L CHAMPIONSHIP BOXING</b> (3:00-4:30) <b>ABC WIDE WORLD-SPORTS SUN</b> (4:30-6:00)															
TOTAL AUDIENCE (000) & %	7,480 9.8						10,910 14.3								7,020 9.2	
AVERAGE AUDIENCE (000) & %	3,740 4.9						5,650 7.4								5,880 7.7	
SHARE OF AUDIENCE %	17	4.7*					23								20	
VG. AUD. BY ¼ HR. %	4.2	5.1	4.5	4.5	5.5	5.8	6.9	7.4	7.8	7.2	7.5	7.8			7.3	8.0
<b>CBS TV</b>	<b>NBA PLAYOFF GAME-SUN PHILADELPHIA VS BOSTON</b> (3:00-6:00) <b>NBA PLAYOFF GAME-SUN.-2 MILWAUKEE VS SEATTLE</b> (6:00-9:00)															
TOTAL AUDIENCE (000) & %			10,300 13.5												7,780 10.2	
AVERAGE AUDIENCE (000) & %			4,810 6.3												7,100 9.3	
SHARE OF AUDIENCE %			21	5.4*											23	
VG. AUD. BY ¼ HR. %	7.3	6.5	5.3	5.5	5.9	5.7	5.6	5.7	6.4	6.9	8.0	7.8			8.9	9.7
<b>NBC TV</b>	<b>SPORTSWORLD</b> (3:00-6:00) <b>TOURN. OF CHAMPIONS-SUN.</b> (6:00-9:00)															
TOTAL AUDIENCE (000) & %					6,100 8.0										7,250 9.5	
AVERAGE AUDIENCE (000) & %					2,820 3.7										5,800 7.6	
SHARE OF AUDIENCE %					12	3.4*									19	
VG. AUD. BY ¼ HR. %	4.0	3.5	3.5	3.4	3.4	3.5	3.5	3.7	3.9	3.8	3.7	4.0			7.4	7.9
<b>HOUSEHOLDS USING TV</b>	WK. 1	33.1	34.9	35.2	35.6	36.8	38.8	38.9	39.9	41.4	42.7	43.2	43.8	46.8	49.3	51.8
<b>See Def. 1)</b>	WK. 2	28.2	28.7	29.1	29.3	29.7	30.9	31.7	32.3	32.6	32.0	33.3	34.0	35.7	38.3	40.3

TV Households: 76,300,000  
NBA PLAYOFF GAME-SUN, BOSTON VS HOUSTON, CBS

(2) MASTERS GOLF BONUS-SUN, CBS, (3:15-3:30PM) (SUS)

For explanation of symbols, See page A.

DAY SUN. APR.20, 1980

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC ACADEMY AWARDS(S)	2	9.00-12.15AM	→GRID 11.00 11.15 11.30 11.45 12.00								41,810 54.8	25,710 33.7 55		33.3 32.1 32.5 31.5 28.8			
ABC FILL(SUS)	1	10.55-11.00PM	10.45														
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	13,730 18.0		13,730 18.0	31	18.0			12,670 16.6	12,670 16.6 28	16.6				
ABC ABC WEEKEND REPORT-SAT.		11.00-11.15PM	11.00	6,870 9.0		6,640 8.7	17	8.7			5,880 7.7	5,720 7.5 16	7.5				
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	12,590 16.5		12,590 16.5	29	16.5			9,310 12.2	9,310 12.2 22	12.2				
CBS MAGNUM FORCE(S)	1	9.00-11.23PM	→GRID 11.00 11.15	23,500 30.8		15,640 20.5	37										
							22.2* 45*	21.2									
NBC NBC MAJOR LEAGUE BASEBALL	1	4.20-10.05PM	→GRID 10.00	26,400 34.6		8,240 10.8	23	14.0									
NBC NBC NEWS UPDATE-SAT.	2	9.07- 9.08PM	9.00								12,590 16.5	12,590 16.5 29	16.5				
NBC SATURDAY NIGHT	1	11.30-12.50AM	11.30	14,340 18.8		9,770 12.8	36	12.6									
	2	11.30-12.45AM	11.30 11.45 12.00 12.15 12.30 12.45								13,280 17.4	8,770 11.5 37	12.4 12.2 11.8 10.9 10.1				
							12.9* 32*	13.3 13.6 13.4 12.1 10.8									
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		7.58- 7.59PM	7.45	12,130 15.9		12,130 15.9	24	15.9			12,590 16.5	12,590 16.5 29	16.5				
ABC ABC SUNDAY NIGHT MOVIE	1	8.00-11.28PM	→GRID 11.15	25,480 33.4		14,420 18.9	31										
							18.0* 35*	17.0									
ABC SPECIAL REPORT: RECESSION(SUS)	2	10.43-11.00PM	10.30														
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	14,500 19.0		14,500 19.0	28	19.0			18,160 23.8	18,160 23.8 36	23.8				
	2	8.53- 8.54PM	8.45														
NBC NBC NEWS UPDATE-SUN.	1	8.58- 8.59PM	8.45	13,810 18.1		13,810 18.1	27	18.1			8,850 11.6	8,850 11.6 17	11.6				
	2	9.13- 9.14PM	9.00								3,050 4.0	1,600 2.1 10					
NBC NBC LATE NIGHT MOVIE	2	11.30-12.46AM	→GRID														
	1	12.06- 1.50AM	→GRID 12.45 1.00 1.15 1.30 1.45	1,680 2.2		920 1.2	8							1.6			
							1.1* 7*	1.2 1.4 1.3 1.0 1.0									
							1.4* 11*										
							1.0* 11*										
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	>		8.45 9.45	12,590 16.5		12,590 16.5	26	18.3 15.4	M-F TU-TH		13,510 17.7	13,730 18.0 29	21.0 14.5	M-F TU-TH			



## OTHER PROGRAMS

[illegible]

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC BARETTA-THU.-CONT'D			1.00						3.5	THU.						3.3	THU.
			1.15						3.5	THU.						3.4	THU.
			1.30						3.0	THU.						3.3	THU.
			1.45						2.8	THU.						3.4	THU.
ABC BARETTA-WED.	2	12.58- 1.48AM	12.45								3,050	4.0	2,290	3.0	24	3.6	WED.
	1	1.08- 2.02AM	1.00						3.6	WED.						3.4	WED.
			1.15						3.5	WED.						3.0	WED.
			1.30						3.1	WED.						2.8	WED.
			1.45						3.0	WED.						2.5	WED.
			2.00						3.1	WED.							
ABC BARNEY MILLER-11.30	2	1.06- 1.42AM	1.00								4,040	5.3	3,360	4.4	31	4.7	MON.
			1.15													4.4	MON.
			1.30													4.0	MON.
ABC TUESDAY MOVIE-WEEK-PART 2	1	1.11- 1.35AM	1.00						4.0	TUE.							
	2	1.01- 1.17AM	1.00								2,060	2.7	2,060	2.7	19	2.8	TUE.
			1.15						4.1	TUE.						2.6	TUE.
			1.30						3.9	TUE.							
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45						16.4	M-F							
	2	>	8.45														
CBS CBS NEWS SPECIAL RPT-MON(S)	1	11.30-12.02AM	11.30						11.6	MON.							
			11.45						10.4	MON.							
			12.00						9.0	MON.							
CBS CBS NEWS SPECIAL RPT-TUE(S)	1	11.30-11.58PM	11.30						9.6	TUE.							
			11.45						8.3	TUE.							
CBS LATE MOVIE I	1	>	11.30						7.2	M-TH							
	2	>	-GRID								7,320	9.6	4,960	6.5	24		M-TH
			11.45						6.8	TU&TH							
			12.00						6.1	M-TH							
			12.15						5.7	M-TH							
			12.30						5.4	M-TH						5.4	M-TH
			12.45						4.9	M-TH							
			1.00						4.4	M-W							
			1.15						3.7	M-W							
CBS MASTERS GOLF HILITES(SUS)	1	11.30-11.41PM	11.30							FRI.							
CBS NBA PLAYOFF GAME-FRI(S)	1	11.41- 2.06AM	11.30						6.4	FRI.							
	2	11.30- 1.53AM	11.30								8,550	11.2	3,740	4.9	21	7.3	FRI.
			11.45						5.3	FRI.						5.7	FRI.
			12.00						4.9	FRI.						5.1	FRI.
			12.15						4.7*	15*						4.8*	19*
			12.30						4.5	FRI.						4.5	FRI.
			12.45						4.4	FRI.						4.5	FRI.
			1.00						4.2	FRI.						4.4	FRI.
			1.15						3.9	FRI.						4.6	FRI.
			1.30						3.8	FRI.						4.5*	25*
			1.45						3.8	FRI.						4.3	FRI.
			2.00						3.9*	23*						4.2*	29*
CBS YOUR TURN: LTRS-CBS NEWS(S)	1	11.30-12.00MD	11.30						4.0	FRI.							
CONT'D									6.5	WED.							

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

NATIONAL Nielsen TV AUDIENCE ESTIMATES										WEEK 1										WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS												
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %														
EVENING MONDAY-FRIDAY-CONT'D																													
CBS YOUR TURN: LTRS-CBS NEWS(S)-CONT'D			11.45						5.6	WED.																			
			12.45	3,430	4.5	2,820	3.7	28	5.4	M-TH																			
CBS LATE MOVIE II	1		1.00						4.1	M-TH																			
			1.15					3.9*	27*	M-TH																			
			1.30					3.4*	30*	M-W																			
			1.45						3.3	M-W																			
			2.00						3.3	MON.																			
NBC NBC NEWS UPDATE-M-F			8.45	11,980	15.7	11,980	15.7	25	15.7	M-F	9,460	12.4	9,230	12.1	19	12.8	M-F												
			9.15													10.7	MON.												
NBC NBC NEWS SPECIAL REPORT(S)	1	11.30-11.50PM	11.30	5,420	7.1	5,110	6.7	20	6.8	TUE.																			
			11.45						6.4	TUE.																			
NBC TONIGHT SHOW	1		-GRID	9,000	11.8	5,190	6.8	26	3.3	M-F																			
			1.00						5.6	FRI.	5,420	7.1	3,050	4.0	28	4.9	FRI.												
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	5,720	7.5	3,430	4.5	27	5.0	FRI.						4.3	FRI.												
			1.15					5.3*	27*	FRI.						3.8	FRI.												
			1.30					4.6*	28*	FRI.						3.7	FRI.												
			1.45						4.5	FRI.						3.9	FRI.												
			2.00					3.7*	27*	FRI.						3.4	FRI.												
			2.15						3.3	FRI.																			
NBC TOMORROW SHOW			-GRID	2,520	3.3	1,830	2.4	19	2.0	M-TH	2,590	3.4	1,910	2.5	20	1.9	M-TH												
			1.45					2.1*	18*	M-TH																			
			2.00						1.6	TUE.																			
DAY MONDAY-FRIDAY																													
ABC FYI-12.58-MON-FRI(SUS)		12.58-12.59PM	12.45							M-F							M-F												
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	7,710	10.1	7,480	9.8	34	9.8	M-F	6,560	8.6	6,490	8.5	32	8.4	M-F												
ABC FYI-2.58-MON-FRI(SUS)		2.58- 2.59PM	2.45							M-F							M-F												
ABC CARTER ADDRESS-ABC(SUS)	1	3.10- 3.21PM	3.00							MON.							M-F												
ABC FYI-3.58-MON-FRI(SUS)		3.58- 3.59PM	3.45							M-F																			
ABC AMER HOSTAGES IN IRAN(SUS)	1	4.00- 4.30PM	4.00							TUE.							THU.												
ABC CARTER PRESS CONF.-ABC(SUS)	2	4.00- 4.47PM	4.00								6,870	9.0	4,200	5.5	17	5.4	WED.												
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.30- 5.30PM	4.30													4.9	WED.												
			4.45													5.9	WED.												
			5.00													6.0	WED.												
			5.15														M-F												
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30							M-F							M-F												
CBS SUNRISE SEMESTER-MWF(SUS)		6.30- 7.00AM	6.30							M-F							M-F												
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,430	4.5	2,900	3.8	18	3.8	M-F	3,280	4.3	2,900	3.8	20	3.8	M-F												
CBS CARTER ADDRESS-CBS(SUS)	1	3.10- 3.18PM	3.00							MON.																			
CBS AFTERNOON PLAYHOUSE-FRI(S)	1	4.00- 4.30PM	4.00	4,200	5.5	3,510	4.6	16	4.7	FRI.																			
			4.15						4.5	FRI.																			
CBS AFTERNOON PLAYHOUSE-MON(S)	1	4.00- 4.30PM	4.00	4,960	6.5	3,820	5.0	17	4.9	MON.																			
			4.15						5.2	MON.																			



NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE						
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	(000)	%	%	%		
DAY MONDAY-FRIDAY-CONT'D																			
CBS AFTERNOON PLAYHOUSE-THU(S)	1	4.00- 4.30PM	4.00 4.15	4,960	6.5	3,970	5.2	17	5.1 5.3	THU. THU.									
CBS AFTERNOON PLAYHOUSE-TUE(S)	1	4.00- 4.30PM	4.00 4.15	5,190	6.8	4,350	5.7	18	5.4 5.9	TUE. TUE.									
CBS AFTERNOON PLAYHOUSE-WED(S)	1	4.00- 4.30PM	4.00 4.15	4,500	5.9	3,740	4.9	15	4.7 5.1	WED. WED.									
CBS CARTER PRESS CONF.-CBS(SUS)	2	4.00- 4.46PM	4.00																
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F							THU.		
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F							M-F		
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F							M-F		
NBC CARTER ADDRESS-NBC(SUS)	1	3.09- 3.19PM	3.00							MON.									
NBC CARTER PRESS CONF.-NBC(SUS)	2	4.00- 4.44PM	4.00														THU.		
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.56AM		8.56- 8.59AM	8.45	4,960	6.5	4,500	5.9	33	5.9										
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	4,040	5.3	3,740	4.9	19	4.9										
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,500	5.9	4,270	5.6	24	5.6										
ABC DEAR ALEX & ANNIE-11.56AM		11.56-11.59AM	11.45	4,350	5.7	3,740	4.9	20	4.9										

## OTHER PROGRAMS

[illegible]



# BULLETIN

May 2, 1980

## THE PRESIDENT OUTLINES NEXT STEPS ON IRAN

President Jimmy Carter announced on Monday, April 7, the further moves the United States would take in retaliation for the continued holding of American hostages at our embassy in Iran. This was also a principal subject at the press conference on Thursday, April 17.

Both events were carried by the national television networks. Nielsen estimates of the audiences reached over the combined facilities are as follows:

	Presidential Message Mon., April 7, 1980 3:10-3:18PM NYT		Press Conference Thur., April 17, 1980 4:00-4:44PM NYT	
	<u>Percent</u>	<u>Millions</u>	<u>Percent</u>	<u>Millions</u>
Total Audience				
Households	26.6	20.3	25.6	19.5
Average Audience				
Households	25.0	19.1	19.9	15.2
Total Persons*	12.7	26.3	11.1	22.9
Total Women	21.7	17.4	16.4	13.2
18-49	20.3	10.1	13.0	6.5
Total Men	5.0	3.6	6.7	4.8
18-49	2.0	1.0	3.3	1.6
Total Teens	10.7	2.4	11.6	2.6
Total Children*	8.8	2.8	7.1	2.3

\*Excluding children under 2 years of age.